Date:

To

[The Recipient Name]  
[Designation]

Dear Ms. Ifrah,

In reference to the tender notice of your company XYZ Limited on 5th November 20XX, I am writing this letter to propose services of our firm ABC Limited.

We have been in the field for more than ten years and have grasped a good knowledge of the market in terms of the demands and needs of the customers. Your car service center is in an area with a lot of competition around, which results in the division of customers of the vicinity. We have done our part of the research and have concluded that your center is offering many distinctive services, and if marketed well, your business can touch a high number of sales figures.

We have devised a draft of a marketing plan for your company, which when implemented, would bring an immediate hike of 10% in your sales, at the same level as your current costs. A summarized version of the plan is attached to this letter.

If you would outsource this task to our company, we would be involving your management at all levels from planning to implementation. With their valuable input and our expertise, we would make a marketing plan that best suits your needs.

Looking forward to your reply.

David Watson.