

Business Letter Of Introduction

Your Name
Your Organization
Your Address

Date

Name of Addressee
Name of Organization
Address

Salutation/Greetings:
Dear Mr./Ms./To Whomsoever It May Concern

Introductory Paragraph: Mention about your firm if you're informing a customer about your firm's presence in the market. Tell them about year of formation of the firm, and about its quality services.

Second Paragraph: Talk about various documents that you've attached along with the letter. If you're informing a customer about your product, then mention that after going through product reviews the customers can be aware of the products specifications.

Third Paragraph: Briefly state what is the USP of your firm. If you're talking about a product, tell the biggest advantage of the product. Don't forget to thank the addressee for his time and efforts that he has spent in reading the letter.

Lastly, do give detailed address, contact number so that the client/customers can contact you, if they are interested in your business.

Goodbye:
Yours sincerely,
(Your name)