

## MARKETING LETTER OF INTENT

### **Included:**

Introduction

Marketing Letter of Intent Tips

Sample Marketing Letter of Intent

Marketing Letter of Intent Template

## Introduction

A letter of intent may be written for educational, professional, business or personal reasons. An effective letter of intent must be persuasive, informative and professional. It must state clearly that the parties mentioned in the letter are negotiating, and must also clarify the main points of the transaction. The sample given below is for business purposes.

## Marketing Letter of Intent Tips

Tips for Writing letter of Intent:

- Introduce yourself and your organization
- Be direct and precise
- Mention your credentials and the purpose of the letter
- Explain why you are interested in this course/business proposal; flatter but don't overdo it
- Mention what benefits the other party will get from the proposal
- Request a response

## Sample Marketing Letter of Intent

From,

Jake Thomas

Jake's Bakes

87/4432 R K Puram

New Delhi

Date: ----- (Date of letter)

To,

Mr. Menon

'The Bread Basket'

The 4th Estate Mall

Ring Road

New Delhi

Dear Mr. Menon,

We are pleased to have the opportunity to propose a merger of your specialty bread chain, 'The Bread Basket' with our cakes-and-cookies chain, 'Jake's Bakes'. We are happy to note that your six outlets are doing good business.

Currently we have seven outlets in the city which are doing extremely well; in fact our cakes and home style cookies are the most sought after. We plan on opening new outlets in the neighbouring cities as well.

As you are well aware, opening newer branches requires a lot of manpower and capital investment. So we would like to propose that we merge our businesses and increase our financial and manpower strength. This will be mutually beneficial as our products complement each other very well instead of competing. With this merger we can increase the number of our outlets and the sales and see a rise in profits, and easily meet the challenge of competition head on.

I can be reached at 88889999. Hoping to hear a favourable response from you.

Thanking you

Yours Truly

Jake Thomas

## Marketing Letter of Intent Template

From,

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Date ----- (Date of writing the letter)

To,

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Dear Sir/Madam,

We are pleased to have the opportunity to propose a merger of your -----(company name) with our organization -----(name).

Currently we have ----- (mention branches/outlets/company details).

As you are well aware, -----(new branches/expansion) requires a lot of manpower and capital investment. So we would like to propose that we merge our businesses (including all current branches/outlets) and increase our financial and manpower strength. This will be mutually beneficial as -----(state reasons) This will help us face the stiff competition.

I can be reached at ----- (phone number) or -----@----- (email). Hoping to hear a favourable response from you.

Thanking you

Yours Truly

Signature and name

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