

[Your Name/Department]
[Your Title]
[Date]

[Recipient Name]
[Recipient Title]
[Company Name]

Subject: Strategic Price Adjustment Recommendation for [Product/Service Name]

Dear [Recipient Name],

After a comprehensive review of our current market position, competitor pricing models, and internal cost structures, I am recommending a strategic price adjustment for [Product/Service Name].

Current Pricing: \$[Current Price]
Proposed Pricing: \$[Proposed Price]
Percentage Change: [Percentage]%

Key Justifications:

- **Market Alignment:** Recent benchmarks indicate that competitors have increased rates by [X]%, placing our current offering below market value.
- **Enhanced Value:** Since the last pricing review, we have implemented [List features/upgrades], significantly increasing the ROI for our clients.
- **Operational Costs:** Due to a [X]% increase in [Raw materials/Labor/Overhead], an adjustment is necessary to maintain our target profit margins.

Implementation Strategy:

We propose a phased rollout starting [Date]. This will include a 30-day notice period for existing long-term clients and immediate implementation for all new contracts. Our communication will focus on the continued commitment to quality and the added benefits integrated into the service.

I have attached a detailed financial impact report for your review. I look forward to discussing this recommendation further during our next scheduled meeting.

Sincerely,

[Your Signature]
[Your Printed Name]