

[Date]

[Recipient Name]

[Recipient Title]

[Company Name]

[Address Line 1]

[Address Line 2]

Subject: Strategic Pricing Adjustment Evaluation for [Product/Service Name]

Dear [Recipient Name],

This letter serves as formal notification regarding our current strategic evaluation of the pricing structure for [Product/Service Name].

As part of our commitment to maintaining market competitiveness and accounting for shifts in [mention specific factors, e.g., raw material costs, inflation, or enhanced feature sets], our executive team is conducting a comprehensive review of our existing rate cards. The objective of this evaluation is to ensure that our pricing remains aligned with the value delivered to our clients while supporting long-term operational sustainability.

Key Areas of Evaluation:

- Current market benchmarking and competitor analysis.
- Impact of increased operational and supply chain expenditures.
- Value-added enhancements introduced over the past [Number] months.
- Volume-based discount structures and incentive programs.

Please be advised that any adjustments resulting from this review will be communicated with a minimum of [Number] days' notice prior to implementation. We remain dedicated to providing high-quality solutions and appreciate your continued partnership during this evaluative phase.

We welcome any feedback or data points you wish to contribute to this process. Please contact [Contact Name] at [Phone/Email] to discuss how these potential adjustments may impact your specific account.

Sincerely,

[Your Name]

[Your Title]

[Your Organization]