

Name
Your Organization
Your Address

Date

Name of Addressee
Name of Organization
Address

Reference: Give a brief reason for the purpose of writing this letter. This can vary depending on your needs. While some may be introducing a new product to their customers, several others may be informing about their business to their potential clients.

Salutation/Greetings:
Dear Mr./Ms.:

In the introductory paragraph, you ought to mention about your company (if you are introducing it to customers and clients). Include information, like who owns the organization and what has been phenomenal about this firm. In case, you are introducing your business to new clients to attract funds for business expansion, you must begin with an emphatic introduction stating the firm's year of formation and establishment.

In case, you have given some documents along with this letter, state in brief about them in this paragraph.

In the third paragraph, you can summarize your products USP or your firms' USP. You can further thank the addressee for considering his time and efforts to read your letter.

Lastly, give a detailed address, and contact number, so that you can be contacted in case the client, investor, or customer wants to do business with your firm.

Yours sincerely,
(Your name)
Read more at

Buzzle: <http://www.buzzle.com/articles/business-introduction-letter-sample.html>