To,

Henry Adams

Managing director, Charlie Juices Limited

G-67, second garden road, New York, USA

Subject: marketing proposal letter

Respected Sir,

I, James Anderson, the marketing head at JASON Marketing services am writing this letter to you on behalf of my company so as to propose to you a marketing plan that we have designed for the marketing and promotion of your Juice Brand. This plan is directed towards existing customers as well as new prospective customers.

We aim to divide the plan in three steps, lasting 4 months each for the next 12 months. The first phase will focus on newspaper, magazine and online marketing; the second phase will focus on banner advertising whereas the third phase will concentrate on TV advertisements. The estimated budget for the entire marketing plan is $50000 and by the end of 1 year, we are expecting about 25% rise in sales if the plan works as per forecasted.

If you agree to this plan, then we can conduct a meeting to discuss its details. If you need any changes or amendments, feel free to contact us either by replying or by calling us.

Thanking you Yours sincerely,

James Anderson