

# Business Apology Letter for Dispatching Incorrect Merchandise

[Your Company Letterhead]  
[Date]

[Customer Name]  
[Customer Address]  
[City, State ZIP Code]

Dear [Customer Name],

We are writing to sincerely apologize for the inconvenience you experienced as a result of receiving incorrect merchandise with your recent order (Order Number: [Order Number]).

At [Your Company Name], we take great pride in delivering quality products and service to our valued customers. Unfortunately, due to an error in our dispatch process, the wrong item(s) were shipped to you. Please accept our deepest apologies for this mistake and any disruption it may have caused.

We want to assure you that we are taking immediate steps to resolve this issue. We have initiated the process to dispatch the correct merchandise to your address as soon as possible. In addition, we will arrange for the return of the incorrect item(s) at no cost to you. Our customer service team will be in touch shortly to provide you with further details and assistance regarding the return process.

As a gesture of goodwill and to thank you for your patience, we would like to offer you [discount/refund/store credit/free shipping/other resolution if applicable]. Your satisfaction is extremely important to us and we are committed to making things right.

If you have any questions or require further assistance, please feel free to contact us at [Customer Service Phone Number] or [Customer Service Email Address].

We deeply value your business and appreciate your understanding.

Once again, we sincerely apologize for this error and look forward to serving you better in the future.

Sincerely,

[Your Name]  
[Your Title/Position]  
[Your Company Name]  
[Contact Information]