

[Your Company Letterhead]

[Date]

[Recipient's Name]

[Recipient's Title]

[Company Name]

[Company Address]

Dear [Recipient's Name],

Thank you very much for taking the time to submit your business proposal to [Your Company Name]. We sincerely appreciate the thought, effort, and detail you put into your presentation, as well as the interest you have shown in partnering with us.

After careful consideration, we have decided not to move forward with your proposal at this time. This decision was not easy, as we recognize the value and potential of your offering. Ultimately, we have chosen to pursue a direction that more closely aligns with our current strategic goals and priorities.

Please know that this decision is in no way a reflection of your company's capabilities or the quality of your proposal. We were genuinely impressed by your professionalism and innovation, and we hold your organization in high regard.

We appreciate your interest in working with [Your Company Name], and we hope to have the opportunity to collaborate with you in the future. Please do not hesitate to reach out with any new proposals or ideas, as we would be pleased to consider them.

Thank you again for your time and understanding. We wish you and your team continued success in all your endeavors.

Kind regards,

[Your Name]

[Your Title]

[Your Company Name]

[Contact Information]