

Date: [Insert Date]

[Recipient's Name]

[Recipient's Title]

[Company Name]

[Company Address]

[City, State, ZIP Code]

Dear [Recipient's Name],

Thank you very much for submitting your recent business proposal, titled "[Proposal Title]", and for considering [Your Company Name] as a potential partner. We appreciate the time, effort, and creativity your team invested in crafting such a comprehensive and well-presented proposal.

After careful review, we have decided not to move forward with your proposal at this time due to [brief and gentle reason, e.g., "our current strategic priorities," "budget limitations," or "alignment with our ongoing projects"]. Please know that this decision was not made lightly, and it in no way reflects a lack of quality in your submission.

In fact, we were particularly impressed with [mention specific strengths of their proposal, e.g., "your innovative approach to X," "the depth of your market analysis," or "the commitment to sustainability demonstrated in your plan"]. Your proposal highlighted several valuable ideas that we believe have strong potential in the marketplace.

While we are unable to proceed at this time, we sincerely hope you will keep us informed about your future initiatives. We would be pleased to consider potential collaboration opportunities as our needs evolve.

Thank you once again for your interest in working with [Your Company Name]. We wish you and your team continued success and look forward to staying in touch.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]