

Date: [Insert Date]

[Recipient Name]
[Recipient Title/Position]
[Company Name]
[Company Address]
[City, State, ZIP]

Dear [Recipient Name],

Thank you very much for taking the time to submit your detailed business proposal to us. We sincerely appreciate the thought, effort, and thoroughness reflected in your presentation. After careful consideration and review by our team, we have decided not to proceed with your proposal at this time.

Please know that this decision was not made lightly. The competitive nature of our current business priorities and strategic direction required us to make difficult choices, and while your proposal was impressive, it does not align with our needs at this stage.

We are grateful for your interest in collaborating with us and for the effort you and your team have invested. We hold your organization in high regard and encourage you to keep us updated with any future opportunities or developments. We would welcome the chance to consider other potential collaborations down the line.

Once again, thank you for your time and for giving us the opportunity to review your thoughtful proposal. We hope to stay in touch and wish you continued success in all your endeavors.

Sincerely,
[Your Name]
[Your Title/Position]
[Company Name]