

Date: [Insert Date]

[Vendor Name]
[Vendor Company Name]
[Vendor Address]
[City, State, ZIP]

Dear [Vendor Contact Name],

Thank you very much for submitting your proposal for [brief description of project or service]. We appreciate the time, effort, and expertise your team invested in preparing your submission.

After careful consideration and a thorough review of all proposals received, we have decided not to move forward with your proposal at this time. Our decision was based on [general reason, e.g., alignment with current objectives, budgetary limitations, or specific project requirements]. Please understand that this decision reflects our current needs and priorities, and not a lack of quality or merit in your offering.

We truly value our relationship with you and would like to offer a few suggestions that might improve the chances of success for future collaborations:

- **Proposal Customization:** Consider tailoring future proposals more closely to our specific requirements and challenges as detailed in our requests.
- **Alternative Solutions:** Explore creative or cost-effective alternatives that address our objectives, such as [briefly mention an alternative approach, e.g., phased implementation, alternate technologies, or enhanced support options].
- **Collaboration Opportunities:** We encourage you to reach out for an open discussion about other areas where your expertise may align with our upcoming initiatives.

We sincerely appreciate your interest in partnering with [Your Company Name], and we hope you will remain in touch for future opportunities. Please feel free to contact us if you would like more specific feedback or to discuss potential avenues for collaboration.

Thank you again for your proposal and your ongoing interest in working with us. We wish you continued success and look forward to possible engagement in the future.

Sincerely,
[Your Name]
[Your Title]
[Your Company Name]
[Your Contact Information]