Date:

To

[The potential client]  
[Address]

I [title] [name] from [department name] am writing to you on behalf of [company name]. The sanitary industry has grown very quickly in recent years. The local industry started production comparatively later than the foreign brands which led to the domination of foreign brands but the quality of our wares and the competitive prices have enabled us to claim and continually grow our market share. We are constantly improving and innovating our designs for maximum durability and pleasing aesthetics.

We are opening our flagship store in [address name]. You are cordially invited to attend the opening ceremony on [date]. All the latest range of our sanitary wares would be on display. To celebrate our flagship store we are offering a flat 20% off on all our products.

Looking forward to seeing you on this momentous occasion,

Yours sincerely,

[Your Name]  
[Business Name]