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## **Business Introduction Letter**

**Date:**

15th November 2012

**Full name and Company of Recipient :**

Ms. Susan Smith  
Supervisor of Product Development  
Pet Supply Provider, Inc.  
472 Canine Road  
Los Angeles, California 90002

Dear Ms. Campion:

It was a pleasure meeting you briefly at last week's Board of Trade event. It's amazing how small the world does seem sometimes, considering that we both earned our undergraduate degrees at U. of Kansas, even overlapping for one year! I suppose we were destined to eventually meet face-to-face.

I was fascinated by your synopsis of the history of Riviera Industries over the past, almost half-century. Clearly, your company has a rich corporate heritage and tradition. At the same time, the company has been blessed with a continuum of leaders of foresight and imagination who had the courage to change course at key points along the way so that the company could remain competitive and continue to lead its industry.

As I was mentioning to you, Final Edition Publications is a specialty publisher that focuses on corporate publications including annual reports, corporate profiles and corporate histories. We have been in business for over 15 years and during that time have grown from a two-person start-up, to a serious corporate publisher with over 100 employees. We have been contracted by over a dozen Fortune 500 companies to produce both annual and special occasion publications on their behalf.

After our chat at last week's meeting, it occurred to me that with Riviera approaching its 50th anniversary, it would be the perfect occasion to produce a Corporate History to celebrate your company's first half-century. It so happens, that these are exactly the types of corporate publications that we specialize in here at Final Edition. In fact, we have produced corporate histories for dozens of companies.

With Riviera's 50th just around the corner, I'm sure that you have been thinking about ways to make that anniversary a special one. Accordingly, I would very much like to meet with you and show you some of the corporate work we have done, and brief you further on our services. I have a strong feeling that what we offer at Final Edition might be just the kind of thing you've been looking for to celebrate Riviera's 50th.

Please feel free to call me at 745-2398 so that we can discuss this further. If I don't hear from you by the end of next week I will follow up with you and see if we can set up a meeting at your convenience.

Yours truly,

Jana Svihlova  
Executive Director