[Senders Name]

[Address line 1]

[Address line 2]

[State, ZIP Code]

[Letter Date]

[Recipients Name]

[Address line 1]

[Address line 2]

[State, ZIP Code]

[Subject: Normally bold, summarizes the intention of the letter] -Optional-

Dear [Recipients Name],

It is not everyday that we see a mind-blowing idea coming from a customer's side. But, this is definitely the case with your idea about making provisions for direct promotions from different companies in the unused central space at our mall.

This definitely is a great idea at improving sales and at the same time using up that space that was totally unutilized earlier. This move will definitely help us and will also provide companies the opportunity to advertise their products. It will also give us more revenue as we can rent out this space for promotion purposes.

We very much appreciate this idea and hope to see much improvement coming from this.

Sincerely,

[Senders Name]

[Senders Title] -Optional-