To

[The recipient]  
[Business Name]  
[Address]

Dear [Name],

This is with reference to our casual meeting that took place last week regarding potential business ideas. I am pleased to have come up with a proposal for a viable and profitable business. According to my market research, running an online toy store can be commercially successful for us. The details of this idea are discussed below.

Firstly, running an online business means we don’t have to bear the cost of store rent and related overhead charges. Similarly, we don’t need to hire salesmen. There would only be the initial cost of hiring a website designer. The monthly maintenance charges for our website can be paid annually. In conclusion, the initial investment will be minimum.

I have conducted research on various products and have discovered that the toys niche is not saturated in Pakistan’s market. This means we wouldn’t have a lot of competitors to deal with. Through the right marketing strategies, we can be popular among the right target audience.

I have attached a financial breakdown of the required investment along with the expected profits. We can attain our breakeven point within the first 6 months.

I request you to think over the plan and contact me for further discussion. I will be visiting Karachi on the following Wednesday and would like to meet you for a formal discussion about the proposed idea.

I look forward to seeing you.

[Your Name]  
[First -Last Name]  
[Business Name]  
[Address]  
[Location]