

Distribution Agreement Letter

Subject: Exclusive Distribution Rights Agreement

Dear [Distributor Company],

[Your Company] is excited to appoint [Distributor Company] as our [exclusive/non-exclusive] distributor for [products] in [territory]. This agreement outlines the terms governing our distribution relationship.

Territory and Exclusivity: [Distributor] receives [exclusive/non-exclusive] rights to distribute [products] within [geographic territory]. [Your Company] agrees not to appoint additional distributors in this territory for the agreement duration [if exclusive].

Products and Pricing: [Distributor] is authorized to sell [product list] at prices not less than the minimum retail prices specified in Attachment B. [Your Company] will supply products at wholesale prices outlined in the attached price schedule, with volume discounts available for orders exceeding [quantities].

Minimum Purchase Requirements: [Distributor] agrees to maintain minimum quarterly purchases of [amount/units] to retain distribution rights. Failure to meet minimum requirements for [consecutive periods] may result in territory modification or agreement termination.

Marketing Support: [Your Company] will provide [marketing materials, training, promotional allowances]. [Distributor] agrees to actively promote products through [specified channels] and maintain adequate inventory levels.

This agreement is effective from [date] for [duration] and may be renewed by mutual written consent.

We are confident this partnership will achieve significant market penetration and mutual profitability.

Warm regards,

[Your Name]

[Sales Director]

[Your Company]

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