

Termination due to low performance

Subject: Termination of Distribution Rights Due to Performance Issues

Dear [Distributor's Name],

Following repeated reviews and performance discussions, it has become evident that sales targets and service expectations outlined in our agreement have not been met. Despite multiple reminders and support efforts, there has been no significant improvement.

As a result, we regret to inform you that our distribution agreement will be terminated effective [Termination Date]. Please cease all promotional and sales activities from that date and return any unsold stock within [number] days.

We appreciate your cooperation during this transition and wish you success in your future business ventures.

Sincerely,

[Your Name]

[Your Position]

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