Official and Formal Distributor Appointment Sample Letter

Dear [Name of the Distributor],

Re: Formal Distributor Appointment Letter

We are pleased to officially appoint you as a distributor for [Specify the product(s) or service(s)] with effect from [Effective Date]. This formal appointment is in accordance with the terms and conditions mutually agreed upon between [Your Company Name] and [Name of the Distributor].

1. Product/Service: You will be responsible for the distribution of [Specify the product(s) or service(s)] in the designated territory of [Specify the geographical area or region].

2. Territory: Your distribution territory is outlined as [Specify the geographical area or region]. Any exclusivity or restrictions pertaining to this territory are detailed in the distributor agreement.

3. Term: This distributorship will remain in effect for an initial term of [Specify initial term, e.g., one year] from the effective date mentioned above. It will automatically renew for subsequent terms of [Specify renewal terms, e.g., one year] unless either party provides written notice of termination at least [Specify notice period, e.g., 30 days] prior to the end of the current term.

4. Pricing and Payment Terms: Pricing and payment terms are detailed in the attached distributor agreement.

5. Marketing and Promotion: You are expected to actively promote and market our products/services within your designated territory. [Your Company Name] will provide necessary marketing materials and support, as specified in the distributor agreement.

6. Compliance: You are obligated to comply with all applicable laws and regulations governing the distribution and sale of our products/services.

7. Confidentiality: You are required to sign and adhere to a non-disclosure agreement (NDA) to safeguard our proprietary information.

8. Termination: Either party may terminate this distributorship for cause in accordance with the terms specified in the distributor agreement. Additionally, either party may terminate this distributorship without cause upon providing written notice in accordance with the terms mentioned in section 3.

9. Governing Law: This distributorship will be governed by the laws of [Specify the governing jurisdiction].

Please review the attached distributor agreement, which outlines the comprehensive terms and conditions of this appointment. It is important that you fully understand and acknowledge the responsibilities and obligations outlined in this document.

We believe that this partnership will be mutually beneficial and lead to successful business endeavors. If you have any questions or require further clarification regarding any aspect of this appointment, please do not hesitate to contact us.

We look forward to a prosperous business relationship.

Sincerely,

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