[Company Name]

[Company Address]

[City, State, ZIP Code]

**Subject: Notification of Vendor Selection Outcome**

Dear [Vendor’s Name],

We appreciate the time and effort your team invested in submitting a proposal for [specific project/service]. After a thorough evaluation of all submissions, we regret to inform you that we have decided to proceed with another vendor for this particular opportunity.

This decision was based on [*briefly describe the reason, e.g., “a closer alignment with the specific requirements of the project,” “pricing considerations,” or “strategic fit”*]. Please know that this was a difficult choice given the quality of your proposal and the professionalism demonstrated throughout the process.

While this particular project will not move forward with your company, we value the opportunity to review your proposal and hope to collaborate on future opportunities. We will keep your information on file and encourage you to participate in upcoming RFPs or other procurement opportunities.

If you have any questions or would like additional feedback regarding this decision, feel free to contact [Name, Title] at [Email Address/Phone Number].

Thank you once again for your efforts and interest in working with us.

Yours sincerely,

……………………………………………………….

[NAME]

[TITLE]

[COMPANY NAME]