

Dear

This e-mail is aimed at highlighting some of the unfortunate business practices obligated either by Your company or some black-market practitioners. The essence is to seek clarifications, initiate investigations to close any loopholes as well as track history of these events and prevent occurrences in the future.

The background here is to provide further information though I assume you already aware, but emphasis is essential for lasting awareness. OUR COMPANY has continued to invest massively in marketing activities in our territory, recruitment, and motivation of our team members to ensure we have better market position as relates to Your company business. Allowing 3rd parties to reap opportunities created by OUR COMPANY in this territory should be seen by both partners as an injustice and therefore requires concerted efforts to nip in the bud such black-market activities.

Aggressive marketing posture of OUR COMPANY in the territory was in one part to ensure a good market share for your company. We have donated, placed, rented, and sold a few instruments. Combination of these approaches was to ensure every possible opportunity was taken for Your company. Going by this interplay of actions, we have expanded the product acceptance into the public and private sectors. Despite the hesitancy and drawbacks in the public sector, we are gradually making some of these hospitals to appreciate and optimize Your company products despite cost differences with other competing products

Our activities since the inception of our partnership have been intensive, exploring many and dynamic options towards product promotions. Today, we have started seeing some momentum in the market after all these years of hard work and sales campaigns by OUR COMPANY. The resultant good outcomes of these deployed resources to our market are yet a child's place when you envision the long-term benefits, they would produce for both OUR COMPANY and Your company.

There were a lot of backdoor business channels orchestrated by Your company desperate steps in our territory. These events range from the supply of Item cards to customer A after OUR COMPANY made a huge investment to place the instrument.

Following were other reports of reagents supports delivered directly or through proxy by Your company to some of our clients.

Lately, we have also discovered supply of Item and Bactalert machines by unknown vendor to two clinics after we chased to a reasonable extent the needs of these instruments at a clinic. So, what happened is that Your company activities in our market does encourage these vendors to take advantage of our marketing efforts and porosity of channels to Your company products in our territory to undermine our chances to make a little margin.

There are so many other instances about these sad developments but a few of these as highlighted above is enough to initiate proactive steps to prevent more from happening. As mentioned earlier, I am not only alleging you are aware and may have supported these unfortunate activities in our territory but also asking for a united front to ward off what I term market hyenas and gain better traction in this market.

Please let me know if you have any questions.

Best regards.

