Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

Organization or Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SUBJECT: BUSINESS APOLOGY LETTER A/C \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,**

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_,

On behalf of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_, kindly accept our sincere apologies for your unpleasant experience at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (organization name). We ensure that our patrons experience the best services and products while using them or experience them. But we fell short to fulfill our goal this time. We repent the discomfort that it caused you.

To prove the sincerity of our apology, we have enclosed an invitation to visit us again and accept our free products and services. I am sure you’ll see the improvement and experience leisure time with us during this next visit.

We assure you of our cooperation and look forward to a more constructive partnership in the future as well.

Thank you,

**Sincerely,**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Job Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_