

TO : David Wright

Subject : Summary of Agreed Actions and Meeting Proposal

Dear Mr. Wright,

I hope this email finds you well

I'm writing you this email to summarise the actions we agreed on about the Marketing strategies to develop Hudson's sales in European markets .

First, we agreed to **reposition our Brand Upmarket** and use 'Made in America ' ; if we downmarket the brand the customers will devalue the brand and may no longer see it as premium and will be difficult to upgrade later .

We are also convinced that we need to **improve our product design** as many customers currently see our products as old fashioned , For this reason we will hire a top designer to refresh more segment and adapt our product to European customers .

Moreover we will do a lot of advertising To introduce our brand to this new market as a luxury brand.

Furthermore we will invest heavily in **advertising** and use product placement on televisions, billboards and films and hire a famous and influential personality to endorse and support our brand in this new European market .

We believe these actions will help us build a successful presence in Europe and strengthen Hudson's international reputation.

I look forward to hearing from you soon and to arranging a **meeting with you and your associates** to discuss the next steps for our marketing strategy.

Best regards,

Jihene Louhichi

CEO Hudson Corporation