

TO : David Wright

Subject : Marketing Strategy Decisions and Next Steps

Dear Mr. Wright,

I hope this message finds you well.

Following my recent meeting with the company's directors, I would like to summarise the key actions we agreed upon and the reasons behind them:

**1. Develop the Hudson Brand**

This will reinforce our premium image, highlight product quality through the *"Made in America"* label, and raise visibility through product placement and endorsement.

**2. Develop a Wider Product Range**

Expanding into document cases, name card holders, and shoulder bags will attract new customers and strengthen Hudson's market presence.

**3. Develop Sales Using E-commerce**

Enhancing our online sales will reach a broader audience, boost accessibility, and align with current buying trends.

I would like to propose a meeting with you and your associates next **Wednesday at 10:00 a.m. (CET)** to discuss how best to implement these strategies and establish a timeline for action. Please let me know if this time suits your schedule or suggest an alternative.

Best regards,

**Nemri Omar**

Chief Executive Officer

Hudson Corporation