TO: David Wright

Subject: Key Decisions & Scheduling Our Next Call

Dear Mr. Wright,

I hope this email finds you well.

I’m writing to quickly summarize the main things we decided on about our plan to sell Hudson’s products in Europe.

Summary of Key Decisions :

1. Brand Image: We agreed that we must keep our brand upmarket. If the price is too low, people won't see it as a premium product anymore.

2. Product Design: Our products need a more modern look because some customers think they look old. We will hire a great designer to change the product style so it works better for European customers.

3. Advertising: We need to do a lot of advertising to tell people about our brand in this new market. We plan to invest money in TV and film placements and also find a famous person to endorse the brand.

We are sure these actions will help Hudson build a strong image in Europe.

Next Meeting :

I would like to organize another meeting soon to talk about the next steps.

Do you and your team prefer to meet on Wednesday, October 16th, at 10:00 AM ?

We can meet at your offices or via a video call.

Please let me know if that time is good for you.

Best regards,

Ahmed Rjiba