**To :** David Wright

**Subject:** Market Strategies of Hudson’s brand in Europe

Dear Mr. Wright,

I hope you are doing well.

I am writing to briefly confirm the key decisions we made following our recent discussion on Hudson’s entry into the European market:

We agreed on the importance of maintaining Hudson’s upmarket image to preserve its premium positioning, while updating our product designs to achieve a more modern and appealing look suited to European customers

We also decided to invest in strong advertising efforts, including TV and film placements and a potential celebrity endorsement, to build brand awareness in this new market. I am confident that these actions will help Hudson establish a solid reputation in Europe

I would also like to schedule our next meeting to discuss the upcoming steps—would Wednesday, October 16th, at 10:00 AM work for you and your team? We can meet at your offices or via video call, depending on your preference.

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

Thank you for your time and consideration

Kind regards,

**Elaa Saidi**

Managing Director

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