**Subject** : feedback about the last interview and suggestion of a new meeting

Dear Mr. Wright,

It was really interseting to meet you last time and i think that it was a very productive interview.In fact, i would like to summarise the actions that we discussed about Hudson Corporation’s european marketing plan ;

First of all, we will try to employ a top designer to produce a new range of smaller suitcases and shoulder bags aimed at business people travelling in Europe.

In this sens, we can stretch hudson the brand with more products including briefcases, document cases and accessories to increase the benefits.

Finaly, we agreed to launch a digital marketing compain to promote the brand in Europe and develop sales using e-commerce.

In my opinion, all of this options will contribute to the strengh of Hudson Corporation without losing her brand image as a luxurious luggage manufacturer.

I suggest we meet again next Friday, 10 october, at 11:00 AM, to review progress.

Best regards,

Chouikha Saîda

Chief Executive Officer

Hudson Corporation

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