

To : davidwright@hudsoncorporation.com

From : wisseem@hudsoncorporation.com

Cc : marketing@@hudsoncorporation.com

Subject: Summary of Our Meeting and Next Steps

Dear Mr. Wright,

Thank you for meeting with me this morning. I would like to summarize the essential actions we agreed to take.

1. We will **launch** our products in the Northern European market next year. This market shows high **demands** for **luxurious, durable**, and **well-made** products. We also want to attract **loyal customers** who value **stylish, elegant**, and **upmarket** designs at an **average price** that offers good **value for money**.
2. Your team will work on our **brand awareness** and improve the **placement** of our products in the market. This will make Hudson Corporation more **reliable** and **appealing** to consumers who **look for exclusive** items and want to **impress others**.
3. We will increase our digital marketing budget to **boost** visibility and promote our products through influencer **endorsement**. This will help us strengthen our image as a **timeless** and **interbrand** company that represents quality and **newness**.

I suggest a meeting on **Wednesday at 10:00 a.m. (CET)** to review progress.

Please let me know if that time suits you.

Best regards,
CEO, Hudson Corporation