



Market Leader Intermediate Homework 1.3

Pages 12 - 13

Case Study – Pages 12 & 13

1. Read the case study information “Background” and “Market Research” and make a list of problems that you think Hudson will face on entering the European Market.
2. Then listen to the audio file 1.6 and take additional notes on the key points. Be ready to explain how your predictions were similar or different from the predictions in the audio file.
3. Use the information you gathered to assess the “Marketing Strategies For Europe – Options” on page 13.

Writing Assignment - Write a seven-paragraph report:

- **The first paragraph** should summarize your opinion about “Repositioning the Brand”. Explain the strengths and weaknesses of this approach and how it might or might not solve the problems that Hudson Corporation is experiencing.
- **The second paragraph** similar to the first but focusing on “Develop the Hudson Brand”.
- **The third paragraph** similar to the first but focusing on “Hire a top Designer”.
- **The fourth paragraph** similar to the first but focusing on “Develop a wider product range”.
- **The fifth paragraph** similar to the first but focusing on “Stretching the Hudson Brand”.
- **The sixth paragraph** similar to the first but focusing on “Develop Sales using E-commerce”.
- **The seventh paragraph** write a conclusion that explains your final decision about which two strategies you recommend for Hudson to focus on to expand sales in European markets.

Discussion – Be ready to discuss these questions:

What marketing strategies does your company use? Do you think that any of the strategies that Hudson Corporation is considering would also work well in your job industry?