

Value proposition

Technology



This had been Dell's main value proposition. This had been the reason why Dell had experienced so much success over fierce and well-settled rivals such as IBM and Compaq.

With Dell, customers can customize their own computer systems, and there is no minimum order that needs to be placed for that. Every personal computer can be fully customized based on memory size, processor speed, screen size, battery type, and so on. This gives the customer a great deal of flexibility in choosing his/her computer and does not need to settle only for what the company offers.

This, indirectly, also has another major benefit to the customer. The Just in Time (JIT) and Supply Chain Management (SCM) systems used by the company help it to achieve extremely low lead times and low costs. As there are no intermediaries between the manufacturer and customer, Dell can easily charge a lower price to the customer. These benefits result in great customer satisfaction and are the main reasons why customers choose Dell over its rivals.