

Personal computer ordering systems

[Technology](#), [Computer](#)



After the great world depression in the sass, all of the countries including the United States had been attaching a great weight to the development of technology. Personal computer is one of best witnesses that can prove this indubitable fact. There are many computer companies in the market, such as Leno, Apple, Dell and Hewlett-Packard. The challenge for these companies is not only to come up some strategies to attract customers, but also to establish their own ordering systems, which can help company to grow under this competitive market.

Ordering system is en of the most Important parts, because the design of ordering system Including style and layout will directly affect the consumers to make the final decisions. An excellent ordering system will leave a good impression after people place the orders on the website. That means it is an effective way to increase company's reputation Instead of the costly advertisements. Therefore, each company focused on how to set up a fascinating ordering system to offer their best services to the customers.

Leno Leno is one of the most successful Chinese computer corporations in the global market. They have tons of clients all around the world. Leno computer business grew rapidly and obtained a large market share In the Computer Market since IBM sold off its personal computers business to Leno. Leno has become the most popular personal computer corporation in China after it achieves Vim's PC business. In August 2009, Leno was the fourth largest vendor of personal computers in the world. For the year ending with third quarter 2010, its market share Increased from 8. Percent to 10. 4 percent. The company is the largest seller of PC's in China, with a 28. 6% share of the China market. Leno, 2010) Design ; Layout The design of Leno's

<https://assignbuster.com/personal-computer-ordering-systems/>

home page is quite traditional and simple. There are four flash advertisements in the center instead of the big fancy slogan. They use a special marketing strategy to promote their products, especially for some "Special offers". That means Leno displayed lots of "big deals" on their homepage to stimulate their potential customers.

For example, "Tax free this weekend plus save up to 45% more on select PC's" "Thinking you pay what we pay sale save up to 15% more on select Thinking laptops". Customers will easily find out those products with a big discount, and go to the next step to check out more details spontaneously. Besides, Leno spread up different categories including "product, shop, solutions, support, service and warranty", which guide consumers where supposed to go. Purchasing Leno offered a large amount of options for customers.

They can browse through "product" section to check out different products, such as laptop, tablets, desktops 1 OFF series computers. There are considerable details under each type of product. The most unique feature is Leno have evaluated each type of product graphically from irritability, productivity, entertainment and design. Consumers can easily compare with two or three target products and make the final decision. Payment & Shipping Leno offers various payment methods for their consumers, such as Paypal and Leno checkout.

Consumers can choose "Bill me later" or any type of credit card including American Express, Mastercard, Visa, Diners Club and Discover to make the payment. Leno typically offer two shipping options, which are UPS free

standard shipping and UPS upgrade shipping with \$25. Leno also provides an estimated ship date and tracking services. Consumers can easily track their orders online by adding tracking numbers to the search bar. (www. Leno. Com) Dell Dell is one of most popular personal computer brand in the world, because Dell Corporation has an outstanding leader named Michael Dell.

Dell is driven by customers' needs and satisfaction. " Listen, Learn and Deliver. That is what Dell about". That is the way how they treat their customers. First step is listening. As the one of the most important marketing strategies, Dell uses different ways to collect information about customers' expectations and needs, such as questionnaire survey ND online survey. Next, Dell will design an ordering system to satisfy those needs based on the collecting information. Last step is delivering. Dell promised to deliver the best services and offer more benefits to their target customers.

Design & Layout The design of Dell's website focuses on customization, which means Dell classifies their target consumers as individuals, small or medium business, the Public Sector and large enterprise based on diverse consumers. Dell lists different sectors on the bottom of the web, which are Dell services, Headline and Dell deal. Those sectors give he potential customers a platform to know what happened on Dell recently, such as the latest innovations, technology supports and some discounted products. Customers can directly find out any information about Dell Corporation.

There are different types of product such as laptops, desktops, electronics ; software and printers. The weapon classify each product by different style, price and quality, which helps the consumer to make the best choice.

Purchasing Customers can personalize their target product, which means they can design their own laptop through Dell's order system. There are three steps; customize, Software and accessories, and review. Consumers can easily customize their computers including service plan, security software, hard drive, battery and printers.

Dell gives more options to their consumers to make their own combination based on their income level and interests. Besides, if consumers are not familiar with those components and accessories, they can find their target product if they click " best- selling laptop on sale" on the top of weapon. There are tons of discounted laptops, which give consumer more ideas to find the cost-effective laptop. Payment & There are four steps when you checkout: Sign in & Shipping, Payment, Review & Submits order and Order submitted.

Dell offers various payment methods for card. After entering shipping information, consumer has two options: register a new account or use guest checkout without sign in. Dell hopes to save more information to develop the life-time relationship. Dell offers four shipping options: 7 Business Days, 3-5 Business Days, 2 Business Days and next Business Days. Dell lists estimated shipping date under each of product, which indirectly tells consumer when they supposed to receive their product. Apple Apple is one of the most successful information technology corporations.

The founder of Apple Company Steven Jobs explores a whole new world for all the apple fans around the world. The Apple's best-known products include the phone, the pod and the pad. The reason why apple is so competitive in

the market is they never stop. Apple is well-known by technology innovations. They have a sophisticated ordering system as well. Design ; Layout Apple adds some unique features on their home weapon. The overall style is pretty similar with apple's browser tunes. Apple classifies their products as different types: Mac, pad, phone, and pod.

Hot News Headlines lists some recommendations of new technologies and products on the bottom of web. In the middle of web, consumer can easily learn thousands of APS for Mac, which includes tons of games, study software and so on. Apple displays large amount of popular accessories on the left side, which includes keyboard, cases, power, headphones and cables. The entire homepage is well-organized. Purchasing Basically, customers can order apple's products through authorized retail stores or websites. The prices of apple products are little expensive than other personal amputees.

Price is the most crucial factors that can directly influence customer's final decisions. Apple has confidence in all of their products, which can give consumer more benefits. " As of September 2010[update], Apple had 46, 600 full time employees and 2, 800 temporary full time employees worldwide and had worldwide annual sales of \$65. 23 billion. " (Apple, 2011) Payment & Shipping Apple offers various payment methods, which include credit/debit cards, wire transfer, cashier's check/money order, Apple Business Lease, Apple gift card, and " Bill Me Later.

Apple offers a unique service called " Add Free Gift Message" which allows customers add a message to their friends. Apple offers a variety of shipping

methods to meet customers' needs including Standard Shipping, free on all qualifying products, Two Day Shipping, delivers within 2 business days after shipping, Two or Three Day International Shipping, delivers within 2 to 3 business day after shipping, and Next Business Day, delivers within 1 business day. Compare with other companies, most payment methods are similar.

Apple focuses more on their product quality and innovations. (www. Apple. Com) Hewlett-Packard Hewlett-Packard Company, commonly referred to as HP, is a famous American multinational information technology corporation that operates more than 170 countries around world. As a famous PC vendor, HP has a massive 17. 9% market share of the global market in 2010 -with estimates that it shipped a whopping 62. 7 Hips homepage design looks like a slide show which includes all the HP products. Enter in the " Desktop ; All-in-one PC's". It can be divided into three parts.

Top of the page list different products of HP. Main part of the weapon introduces five efferent kinds of PC's and their prices, like everyday computing, slim and sleek, High performance, All-in-one PC's and Touch Smart PC's. In the left side, HP displays different kinds of product by different customer's requirement, such as categories, solutions, usage, prices. They also have some related software and accessories information. On the bottom, it gives some related products and Hips suggestions. Purchasing Generally, Hips ordering system is almost same with Dells.

However, compare with Dell's ordering system, Hips is more flexible because Hips product is more than PC, room pocket PC to large uninterrupted server

that is impossible for HP sale only by direct sell way. However, Hips PC majority sell is still upon direct sell. HP displays different designed options for customers. In addition, customer can design their own style PC through components, accessories and printer three steps. (www. HP. Com) ; (Chem., 2011) Payment ; Shipping Hips payment system is similar with other simple electronic commerce corporation.

HP offers two different ways for customers to pay fees by Papal and Credit/Debit Card. Customer can choose either way to finish payment process. HP has two different shipping plans. First is quick-ship which is used for finished products. The second way is standard shipping or upgrade shipping is for customized PC's because they are made by order need time to assembling. (www. HP. Com) Conclusion In this essay, we introduce four PC corporations' ordering system: Leno, Dell, Apple and Hewlett-Packard. We discuss the differences of their ordering systems. Leno is failure at the beginning.

However, the sale of Leno is improving very fast. Dell is a model of direct sale, easy, useful and fast are Dell's characteristics. Apple offers unique products and service for customers that's why it so successful. Customer are favors Apple's perceptual consumption products. HP is famous for diversity of products and accessories.