

Financial performance of dell



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The industry that changed the lives of the entire world due to its high correlation with the current economic era the world is current going through which is know as the convergence age or broadband era is the computer industry. The turn of the millennium brought uncertainty as well as hope for change for many. Lots of companies tried to capitalize on the computer boom and out of this environment a company was born called Dell Corporation which changed the industry with its new innovate way of doing business. This report compares the financial performance of Dell since 2000 with the industry behavior.

The overall sales growth of the computer industry from 2000 - 2010 is illustrated in Appendix A. The graph illustrates the worldwide sales of computer units which in 2000 amounted to

Appendix A

(eTforecast).