

Marketing



**ASSIGN
BUSTER**

Marketing - Computers - Dell and Apple
Dell Computer Corporation: Dell Computers market strategy consists of direct sales and build-to-order products have given it the edge in minimizing its inventory, and bringing new products to the market as quickly as possible. This has enabled it to achieve a high market share in the computer market, and provide enhanced returns to its stakeholders in an extremely competitive environment (Kramer, Dedrick & Yamashiro, 2000).

Integral to the marketing strategy of Dell computers is its high profile advertising, and the use of information technology in its direct sales. Dell Computers uses all forms of the media like television, newspapers, magazines and the Internet to create awareness of its products to pull customers towards it. Media promotion activities are aggressive, with its direct sales approach. Any purchaser of a personal computer is a target for Dell Computers, and this includes business enterprises. Its products can be viewed in specially created kiosks or on the Internet. Customers have to call in or use the Internet to place their order. Products are differentiated, depending on the individual need of each customer. Dell computers offer attractive pricing for its products. In addition from time to time sales promotion strategies are introduced to draw customers.

The factors that stand out in Dell Computers marketing strategy is the use of information technology its direct sales and logistics. Dell Computers utilizes e-commerce to communicate with its customers, keep costs down, and customize the products to the specifications of the customer, thus creating value for the customer. Creating customer value is what drives Dell Computers. This is reflected in the words of Michael Dell the founder, "looking for value ... is most important". It is this drive for creating value for

the customer that is responsible for the success of Dell Computers (Mentzer & Williams, 2001).

Apple Computers:

Apple Computers riding on its success of the I-Pod has taken a distinctive step 2006 in the orientation of its computer product. Apple all this while concentrated on the hardware of its product drawing customers that were extremely selective in their purchase of computers. By moving its Mac operating system from IBM and Freescale Semiconductor Intel chips Apple has moved away from it's up market computer image, and is now positioned to attract any computer buyer.

In addition to this change in its product Apple Computers is aggressively using the television media to promote its personal computer product. The emphasis is on the sweeping changes to provide Apple Computers a fresh look. The combination of the product change and the efficiency of the television promotion strategy are expected to boost the performance of Apple Computers (Lukovitz, 2007).

Apple Computers have used and continues to use channel partners in its supply chain. It is expected that it will increase the number of channel partners in every region of its activity to provide greater aggression in its approach to the computer market. Apple Computers have been priced on the higher side with its up market image. Apple Computers will not be using price as a part of its market strategy. Instead product differentiation is being used. The I-Pod has given Apple Computers a good rapport with music loving customers. Apple intends making use of this image in the product differentiation. Apple computers have introduced a large database of music for its computers, and the software enables users to edit music files using

the same “ intuitive drag-and-drop process” that is so characteristic of Apple software (Boddie, 2005).

Literary References

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