

Wal-mart and dell



Michael Dell is the ideal person to change corporate culture of Dell because he founded the company and designed all company policies and regulations. Nonetheless, Michael is the right choice because of his professionalism and proficiency in IT sector. In addition, he is a man with vision, critical thinking, broadmindedness and leadership qualities; therefore, he could formulate and implement a new organizational culture with endorsement of his accomplices, subordinates and organizational personnel. Consequently, Dell would be able to gain a competitive edge over core business rivals such as HP, Toshiba, Sony, Lavino and Acer. Change in organizational culture is mandatory for restructuring and reengineering existing business operations. It is worth mentioning that an organization thrives when its employees support top management in decision - making and problem solving. In other words, the marketing and operations are the two core functions because they cover purchases, production and sales components. Hence, changes in two aforementioned functions (in the form of new workplace challenges, objectives and performance standards for employees) will significantly impact entire organization because other functions have to support these changes to ensure success. In short, change in internal environment will become imperative before change initiatives in Dell's marketing and operational strategies. The new retail partners of Dell are Wal-Mart and Costco that will hopefully enhance company's sales volume. For instance, the well established supermarket chains could share first-hand consumer experiences and market insights that would enable Dell's policy-makers to evaluate where they actually stand in the minds of potential consumers.