

Proposal and contract

Business



Proposal and Contract Systemax Inc. Systemax Inc., founded in 1949 as Global Equipment Company, is considered as one of the leading retailers of private label products and brand names of computers, computer accessories, consumer electronics, industrial products and technological supplies. It is an a Fortune 1000 company currently with an employee base numbering more than five thousand and a sales value in excess of \$3 billion as of 2008. Based in Port Washington New York, it is also known to operate ComputerTV as well as an online video channel. It has also grown to have subsidiary companies such as Nexel, Global Industrial, CompUSA, TigerDirect, Misco and Infotel among others. The company adopts a diverse multi-channel market strategy that aims to offer to clients a unique shopping experience with ideal pricing and a vast selection of goods and services (systemax. com).

The company provides industrial equipment and computer supplies to other companies and businesses in North America through its company website, corporate sales teams and vividly detailed catalogues. The company's technology product department focuses on Information and Communications Technology as well as Consumer electronics such as tablets, laptops, desktop machines, related accessories and software. Its consumer electronics products range from surveillance equipment, cell phones, toys, video games as well as other electronic accessories. Its industrial products are categorized under maintenance, repair and operations equipment and includes an array of both goods and services such as electrical and bulbs; plumbing supplies, fans, safety and medical items, storage, shelving, packaging and supplies among others. However, technology products account for the bulk of the company's revenue. The company markets its products to both individual and business clients. Business clients consist of

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educational institutions, government agencies and corporate businesses mostly within the North American region (systemax. com).

Work Cited

systemax. com. Systemax: About US. 2015. Web. 10 February 2015.