

# [Global profile: dell computer company inc.](https://assignbuster.com/global-profile-dell-computer-company-inc-profile-essay-samples/)

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The company is well known for its innovations n supply chain management and electronic commerce, particularly Its direct-sales model and Its " build-to-order" or " configure to order" approach to manufacturing-? II. Definition of the Problem Dell suffered many type of problems like: Bankruptcy Unsustainable Financial Growth Poor Customer Relations and Service Ill. Areas of Consideration (S. W. O. T) Strengths: Brand Name Product Customization Environmental Record Competency in Mergers and Acquisition Direct Selling Business Model Weaknesses: Commodity Products Poor Customer Service

Low investments in R&D Weak patent portfolio Too few retail locations Low differentiation Opportunities: Expand services and enterprise solutions divisions Obtain more patents through acquisitions. Strengthen their presence in emerging markets. Tablet market growth. Threats: Growing demand for smartness and tablets. Profit margin decline on hardware products. Slowing growth rate of the laptops market. Intense competition.