

# Global profile: dell computer company inc.

[Technology](#), [Computer](#)



The company is well known for its innovations in 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 types of problems like: Bankruptcy

Unsustainable Financial Growth Poor Customer Relations and Service III.

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.