

# A match you can bargain on discussion questions

[Business](#), [Management](#)



Because the company is changing its marketing focus, it is also important that its organizational culture is adapted to match these operational changes. As Wal-Mart is already accustomed to this new organizational culture, Dell will be able to make a smooth transition to better cope with the demands that are placed upon the company.

Because Dell has not really focused on retail before, it will take some time to adjust to the corporate culture that is already in place at its retail partners Wal-Mart and Costco. Because Wal-Mart is the largest retail chain in the United States, it has access to a vast number of customers. These customers are already loyal to the Wal-Mart brand, and thus Dell will immediately be able to tap into this customer market. Wal-Mart will be able to successfully market Dell's products because they have much-needed experience in this area.