

Introduction to business



June 24, Michael Dell, the founder of Dell Corporation, was an ideal person to change his corporation's corporate culture to become more competitive. His idealism was in a quest to salvage his corporation's reputation in regard to sales and its market share that had been dwindling over the course of time. As the founder of the company, Michael Dell had the best knowledge on how the corporation is supposed to function in order to maintain its market share and up its sales. Dell had built the company based on a vision and with a clear idea of the expectations, he had of the company; therefore, with this, he stood a better chance than anyone else did to bring the company back to increased productivity. In addition, Michael Dell had personal interests in the company as it symbolized the works of his entire life and his legacy. Therefore, he had the required motivation to drive the company into profitability and see the work of his hands hold up for future generations to see. In addition, Michael Dell had fresh new ideas that could salvage the corporation from losing any further than it had, marketing strategies. His idea of collaborating with retailers in order to bring about more revenue to the company; this was by targeting the retail market in order to tap its enormous purchasing power.

Changing the marketing and operations in a company require a new organizational culture in order to address several issues that arise from human behavior about the work place. These are in the form of motivation, language, norms, visions, values, systems and symbols that the organization follows. Marketing interfere significantly with these factors in that every strategy used in marketing directly affects all members of staff because; norms change according to the strategy applied in marketing. The procedures used in implementation change according to the strategy,

moreover, there is need to have a new culture with changes in the operation that a company conducts. This is because language used in the changes thus there is need to come up with a new working language that will handle the changes that occur. In addition, motivation in staff varies depending on the goals and visions of the company. This, therefore, makes room for a new organizational culture that handles all these eventualities. Marketing strategies, also, affect the way in which staff members interact among themselves and with clients of a company. Therefore, changes in marketing must account for all aspects in staff behavior.

Information gained from retail partners will be substantial in a number of ways and will, therefore account for changes in Dell's corporate culture. Having collaborated with retailers like Wal-Mart and Costco, Dell stands a chance to change the various strategies it applies in the creation of its products and their marketing. This is because, the company will have more contact with consumers of their products and will therefore receive more feedback from them on the kind of products they need. As a result, the products will be created in accordance to what consumers want from them. In addition, Dell will acquire crucial experience that can be used to expand their enterprise to other retailers and create products that suit the market appropriately. As a result, their revenues will increase; prompting Dell to show responsibility that is more corporate.