

# [Dell mission statement evaluation](https://assignbuster.com/dell-mission-statement-evaluation/)

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Dell Mission Statement Evaluation Customers: (8/10)@ - Delivering the best customer experience in markets we serve. - Flexible customization capability Products Services: (7/10)@ -Highest quality -Best-in-class service and support Markets: (9/10)@ - Competitive pricing - Dell has acquired a large amount of the U. S market and it has now penetrated into the Asian markets leaving a competitive edge. - Products are now also sold in Wal-Mart, Staples, and other retail outlets. Growth: (8/10)@ \* 2012 Total Revenue : USD$ 63. 7 billion Profitability: (9/10)@ - Financial stability - Dell reportedly earned $1 million per day in revenue from transmitting messages about sales and discounts to its Twitter followers. Employees: (9/10)@ - 103, 300 employees - Individual and companyaccountabilityPublic Image: (8/10)@ - Superior corporate citizenship - To build customer intimacy andloyalty, Dell leverages its customers' knowledge of their own unmet needs. Dell's brand image was and is shaped by customer feedback. Technology: (7/10)@ -Leading technology Dell strives to produce the most technologically advanced products to make life and work easier and more enjoyable. Philosophy: (9/10)@ \* We started the company by building to the customer's order... we didn't do it because we saw some massive paradigm in the future. Basically, we just didn't have any capital. - Sometimes you just have to belly up to the bar and take a chance. We made some mistakes, but we also had the strength to work our way out. - It's customers that made Dell great in the first place if we're smart enough and quick enough to listen to customer needs, we'll succeed.