

Dell mission statement evaluation

Business



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 company accountability
Public Image: (8/10)@ - Superior corporate citizenship - To build customer intimacy and loyalty, 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.