

Swot Analysis Performance Of Dell Inc Business Essay

Essay
The unique strength of Dell is its direct sales model. The model helps to build a closer relationship with their customers. Dell also provides the best customer support. Dell also provides other forms of product and services including internet and telephone purchasing, price and online technical, hardware and software support, and free or credit services. These extensive ranges of product and services are evidence of the recognized strength of Dell in the present market.

Customer relationship is one of the strongest strength of Dell. It is always remains to meet the customer expectations of high quality, provide leading technology, and provide comprehensive price, individual and company accountability, best in class service and support. Flexible customization capability.

Price for performance Dell offered advancement in manufacturing and distribution process has offer its customer a powerful computer system at competitive price.

Customization Dell build the system according to the customer specification and desire. It also provides recommendations and consulting services to meet their demand.

Reliability, service and support Dell directly directly to its customer and provides top-notch customer service before and after sales to its product.

Technology Dell introduces the latest technology to its customer before the other indirect distribution channel.

Dell requires very lower inventory turnover time and well controlled relationship with its supplier. These business strategies save a large portion of cost which they share with the customer by selling low price product.

Dell has the support of its business executive category user. It earns about 70% of its revenue from large business and government organizations. These organizations have large amount of employees and they share the relationship of dell with their employees by providing them dell customer product (Prashanth, 2012).

Dell Weakness
It has no proprietary technology. It highly depends on its equipment suppliers.

The most significant weakness is likely to be the global market expansion. It gets only 1% of its total revenue from international markets including China and Germany. Since a lot of market entering to their market to purchase their computer Dell will unable to see the opportunity to expand their business successfully.

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