



Analysing Global Products: Dell Inc

Hillary Mwendwa

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Seminar paper from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of Cambridge, language: English, abstract: Dell is the third largest and the fastest growing company in the computer systems industry and it is intending to deliver superior experience to the customers, via its unique direct business model. It has bestowed the world with award winning products and relevant service, in all around the globe. The success story of Dell is based on the simple promise which is to listen to the valuable customers and deliver the services and technology they value. Dell computer corporation is the most visible success story in the market as they sale their computers directly to the customers over internet. They have adopted direct model approach for globally selling their products. This approach bridges the gap between the customers and suppliers and wins their trust and loyalty. The system works as build-to-order sales and link the workers, managers, suppliers, service personals and customers on its internet build rapid response system. It has proved to be revolution for the company's communication system.

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