Narrative

Overview of the current market

The PC industry has taken a hit in recent years. Sales in PCs and PC parts have been falling each year since 2006. This is due to a lack of innovation. Most manufacturers see the PC industry as quick and easy money and they mass produce PCs and PC parts with a “one size fits all approach”. Each year manufacturers release new iterations of PCs and laptops which are indistinguishable from the previous model.

This lack of focus on specific user’s needs has caused the PC industry to become tired and boring. There is a lack of customisation in the current market and if someone wants to build a customer machine themselves, they must go to a lot of trouble in order to find the exact parts they need.

DCM Computing

DCM Computing is an manufacturer and online retailer for PC parts and pre made machines and laptops. We aim to provide a range of PC components ranging in performance. This enables users to pick and choose the parts they need in order to fulfill their needs. For example, if a customer is looking to build a PC or laptop for home use, such as browsing the web and emailing, we would suggest that the customer purchase some of our lower performing processors and lower resolution monitor, whether it be for a laptop or desktop PC. The option of choosing these lower performing components helps keeps the cost down for the customer and prevents them from paying for performance which they do not need.

Similarly a customer may be looking for a higher performing PC, whether it be for PC gaming or for professional work with 3D modelling. In this case, we have higher performing components such as dedicated graphics cards and high resolution monitors. We pride ourselves on having a wide range of components in order to help our customers create their own PC which match their needs perfectly.

We also dedicate much of our time into research in order to push the boundaries of computer performance. As computers become more widely used in both our personal lives and professional lives, it is important to continue updating our products in order to provide the best possible performance for our customers.

We also provide a range of pre built PCs and laptops with different levels of performance and price. Although our main aim is to allow customers to customise their own computer to their liking, the option of having pre built machines benefits using who have no prior experience building a custom PC or laptop. Each product in our pre built category comes with a list of components that make up the machine, along with a description which explains exactly what the computer is capable of.