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In doing so, Dell will meet customer expectations. In this essay three questions are answered: 1. Why is Dell so succesful. 2. What are Dell's strengths, weaknesses, threats and opportunities (SWOT analyses). 3. What is Dell's growstrategy for the future. GROEPSOPDRACHT 1. MARKETING MANAGEMENT. CASE DELL- NEW HORIZONS. Rotterdam, 5 maart 2003

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