



*"Dell. Purely You."*

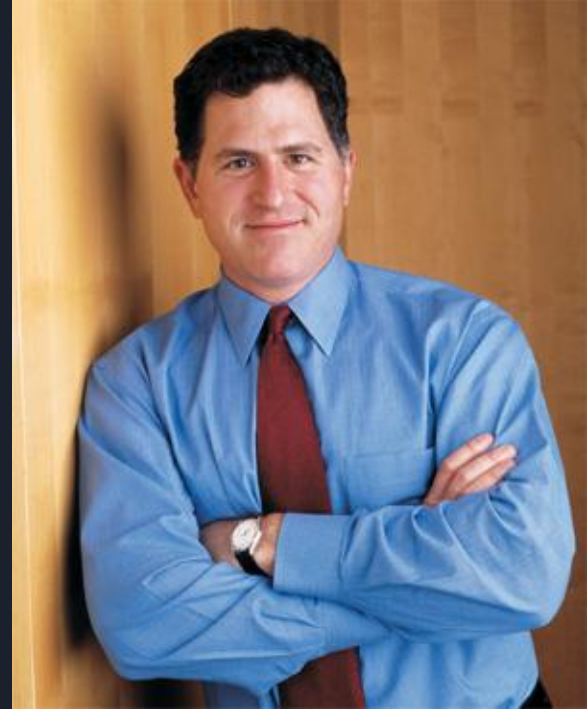
# Background

- ❖ Founded in Austin, Texas 1984
- ❖ Founder Michael Dell
- ❖ Products
  - PCs
  - Smartphones
  - Servers



# Founder - Michael Saul Dell

- ❖ Born in 23<sup>rd</sup> February 1965.
- ❖ A businessman, investor, philanthropist, and author.
- ❖ 38<sup>th</sup> richest person in the world with net worth of \$23.5 billion according to Forbes.
- ❖ Became the youngest CEO (27) of a company ranked in the top 500 in fortune magazine.





# Dell - Strategy

- ❖ The first company to allow mass customization of laptops.
- ❖ High customer engagement.
- ❖ Considered Psychographics and Demographics in segmentation.
- ❖ Entered for markets in China and India before others.

# Dell - Strategy

- ❖ Competition from other manufactures like Apple, HP, Lenovo and Chinese brands.
- ❖ Strong distribution channel by cutting out middle man.
- ❖ Customer base is mostly made of tech savvy young crowd.



# Dell - Marketing Mix

## ❖ Product -

- Customized to users need.
- Wide range of products.  
Ex;- Inspiron and Latitude laptops.



## ❖ Price -

- Pricing strategy changes with product life cycle.
- Price depend on options added to laptops.
- Low price and profitable laptops for customers.

# Dell - Marketing Mix

## ❖ Place -

- Available on nearest store.
- Distribute through local retailers.

## ❖ Promotion -

- Use mainstream media (Newspapers, TV, Internet)
- Promote through retailers.



Get up to 4x faster performance and 3x battery life.

Featuring:  
XPS 13 with  
Intel® Core™ i7  
processor

Roll Over for Legal

Shop Now

The advertisement features a Dell logo in the top right corner. In the center is a Dell XPS 13 laptop displaying the Windows 10 desktop. To the left of the laptop is the 'Intel Inside Core i7' logo. At the bottom right, there is a dark grey button with the text 'Shop Now' and a line of small text above it that reads 'Roll Over for Legal'.



Thank You!