**INTRODUCTION**

The Computer Industry is a rapidly expanding industry in India. It has shown remarkable growth in a very short span of around 10 years, in spite of frequent and abrupt shocks due to world market fluctuations. The big software slowdown, which shook the world in the years 2010 and 2011, also unsettled the Indian software industry. Many upcoming firms could not sustain this shock and were forced to wind up. Global upheaval is not the only reason for the Indian disaster. In the Indian market an important reason is the inter industry structure. Most of the Indian computer hardware firms are importers of machine parts and intermediate goods (such as motherboards, processors, memory and hard-disks) and they assemble and sell the machine systems under a brand name in the Indian local market. The software firms, on the other hand, rely mostly on export markets.

**The Global Laptop Industry**

A laptop computer is a small, portable computer that is small enough to sit on a person’s lap . While the personal computer (PC) industry began in the early 1970’s, it was not until 1981 that the first commercial portable computer - Osborne 1 - became available . The next big event in the history of laptops came in the summer of 1995, after which Microsoft and Intel became the standard for the software (Windows) and hardware (Intel processors) used in laptops. Over the past fifteen years, the increasing price-performance ratio, consumer preferences for mobility as well as increased hardware life has resulted in higher growth of laptops than desktops since 2004. Datamonitor forecasts that the global PC industry is projected to grow at a compound annual growth rate (CAGR) of 5.4% in market value during 2007-2012, with laptops (a sub-segment) being the major contributor to its growth. This growth is down from the 7.6% CAGR for 2003-2007, in part due to the slowing economy. In addition to the economy, the laptop segment is expected to face increased competition from both new devices and technologies. Smart phones (iPhone, Blackberry, Palm Pre) and Mobile Internet Devices (Nokia N800 Tablet) are starting to compete with laptops due to features such as gaming, internet access and enterprise applications. Changes in demand and new technologies will continue to alter the outlook for the laptop industry in the coming years. New demand for low cost ultraportable laptops – called netbooks – has created new competitors like ASUSTek as well as forced companies to change their business models to succeed. New technologies such as cloud computing and hosted virtual desktops (HVDs) may change the requirements of the laptop industry, from powerful stand-alone laptops to less-powerful wirelessly networked laptops. This will likely affect the profitability of existing manufacturers. The focus in this analysis is therefore on the macro- and micro- factors affecting the global laptop PC manufacturers. Since the laptop industry represents a segment of the broader personal computer (PC) market, data regarding the PC industry is also relevant in the analysis of the laptop industry.

**PEST Analysis:**

**Political Factors:**

The laptop and PC industry is expected to grow at a faster rate in developing countries compared to the developed countries. Therefore, changes in government policies in developing countries like India and China can affect the potential growth rates in their markets. For instance, the removal of import duties on laptops in India in 2011 was one of the factors that resulted in a growth of 94% in laptop sales in 2011.

**COMPANY PROFILE**

**Dell, Inc** is an American [multinational](http://en.wikipedia.org/wiki/Multinational_corporation) computer technology corporation based in 1 Dell Way, [Round Rock](http://en.wikipedia.org/wiki/Round_Rock,_Texas), Texas, United States, that develops, sells and supports computers and related products and services. Bearing the name of its founder, [Michael Dell](http://en.wikipedia.org/wiki/Michael_Dell), the company is one of the largest technological corporations in the world, employing more than 103,300 people worldwide. Dell is listed at number 41 in the [*Fortune 500*](http://en.wikipedia.org/wiki/Fortune_500) list. It is the [third largest PC maker](http://en.wikipedia.org/wiki/Market_share_of_leading_PC_vendors) in the world after HP and Lenovo.

Dell has grown by both increasing its customer base and through acquisitions since its inception; notable [mergers and acquisitions](http://en.wikipedia.org/wiki/Mergers_and_acquisitions) including [Alienware](http://en.wikipedia.org/wiki/Alienware)(2006) and [Perot Systems](http://en.wikipedia.org/wiki/Perot_Systems) (2009). As of 2009, the company sold personal computers, [servers](http://en.wikipedia.org/wiki/Server_(computing)), [data storage devices](http://en.wikipedia.org/wiki/Data_storage_device), [network switches](http://en.wikipedia.org/wiki/Network_switch), [software](http://en.wikipedia.org/wiki/Computer_software), and computer [peripherals](http://en.wikipedia.org/wiki/Peripheral). Dell also sells [HDLAPTOPs](http://en.wikipedia.org/wiki/HDTV), cameras, printers, MP3 players and other electronics built by other manufacturers. The company is well known for its innovations in [supply chain management](http://en.wikipedia.org/wiki/Supply_chain_management) and [electronic commerce](http://en.wikipedia.org/wiki/Electronic_commerce).

[Fortune Magazine](http://en.wikipedia.org/wiki/Fortune_Magazine) listed Dell as the sixth largest company in Texas by total revenue. It is the second largest non-oil company in Texas – behind [AT&T](http://en.wikipedia.org/wiki/AT%26T) – and the largest company in the [Austin, Texas](http://en.wikipedia.org/wiki/Austin,_Texas) area.

## History

Dell traces its origins to 1984, when [Michael Dell](http://en.wikipedia.org/wiki/Michael_Dell) created *PCs Limited* while a student at the [University of Texas at Austin](http://en.wikipedia.org/wiki/University_of_Texas_at_Austin). The dorm-room headquartered company sold [IBM PC-compatible](http://en.wikipedia.org/wiki/IBM_PC_compatible) computers built from stock components. Dell dropped out of school in order to focus full-time on his fledgling business, after getting about $300,000 in expansion-capital from his family.

In 1985, the company produced the first computer of its own design, the "Turbo PC", which sold for US$795. PCs Limited advertised its systems in national computer magazines for sale directly to consumers and custom assembled each ordered unit according to a selection of options. The company [grossed](http://en.wikipedia.org/wiki/Gross_profit) more than $73 million in its first year of operation.

The company changed its name to "Dell Computer Corporation" in 1988 and began expanding globally. In June 1988, Dell's market capitalization grew by $30 million to $80 million from its June 22 [initial public offering](http://en.wikipedia.org/wiki/Initial_public_offering) of 3.5 million shares at $8.50 a share.[[9]](http://en.wikipedia.org/wiki/Dell#cite_note-8) In 1992, [*Fortune magazine*](http://en.wikipedia.org/wiki/Fortune_(magazine)) included Dell Computer Corporation in its list of the world's [500](http://en.wikipedia.org/wiki/Fortune_Global_500) largest companies, making Michael Dell the youngest CEO of a Fortune 500 company ever.

### Growth in 1990s and early 2000s

From 1997 to 2004, Dell enjoyed steady growth and it gained market share from competitors even during industry slumps.

In 1996, Dell began selling computers through its website, and in 2002, it expanded its product line to include televisions, [handhelds](http://en.wikipedia.org/wiki/Handhelds), digital audio players, and [printers](http://en.wikipedia.org/wiki/Printer_(computing)). Dell's first [acquisition](http://en.wikipedia.org/wiki/Business_acquisition) occurred in 1999 with the purchase of ConvergeNet Technologies.

Dell surpassed Compaq to become the largest PC manufacturer in 1999. In 2002, when Compaq merged with [Hewlett Packard](http://en.wikipedia.org/wiki/Hewlett_Packard) (the 4th place PC maker), the combined Hewlett Packard took the top spot but struggled and Dell soon regained its lead.

In 2003, the company was rebranded as simply "Dell Inc." to recognize the company's expansion beyond computers.

In 2004, Michael Dell resigned as CEO while retaining the title of Chairman, handing the CEO title to [Kevin Rollins](http://en.wikipedia.org/wiki/Kevin_Rollins) who was the President and COO. Under Rollins, Dell began to loosen its ties to Microsoft and Intel, the two companies which were responsible for Dell's dominance in the PC business. During that time, Dell acquired [Alienware](http://en.wikipedia.org/wiki/Alienware), which introduced several new items to Dell products, including [AMD](http://en.wikipedia.org/wiki/Advanced_Micro_Devices) microprocessors. To prevent cross-market products, Dell continues to run Alienware as a separate entity, but still a wholly owned subsidiary.

### Missed expectations and return of founder

However in 2005, while earnings and sales grew, sales growth slowed considerable, and the company stock lost 25% of its value that year.

The slowing sales growth has been attributed the maturing PC market, which constituted 66% of Dell's sales, and analysts suggested that Dell needed to make inroads into non-PC businesses segments such as storage, services and servers. Dell's price advantage was tied to its ultra-lean manufacturing for desktop PCs, however this became less important as the market shifted to laptops, and as rivals such as Hewlett-Packard and Acer made their PC operations more efficient. Throughout the entire PC industry, declines in prices along with commensurate increases in performance meant that Dell had fewer opportunities to upsell to their customers (a lucruative strategy of encouring buyers to upgrade processor or memory), and as a result the company was selling a greater proportion of inexpensive PCs than before which eroded profit margins.

There has also been a decline in consumers purchasing PCs through the Web or on the phone, as increasing numbers were visiting consumer electronics retail stores. As well, many analysts were looking to innovating companies as the next source of growth in the technology sector. Dell's low spending on R&D relative to its revenue (compared to [Apple Inc.](http://en.wikipedia.org/wiki/Apple_Inc.)) which worked well in the commoditized PC market prevented it from making inroads into more lucrative segments such as MP3 players.

Dell's reputation for poor customer service, which was exacerbated as it moved call centres offshore and as its growth outstripped its technical support infrastructure, came under increasing scrutiny on the Web. There was also criticism that it used faulty components for its PCs. There was also a battery recall in August 2006, as a result of a Dell laptop catching fire which caused much negative attention for the company, although later [Sony](http://en.wikipedia.org/wiki/Sony) was found to be responsible for the faulty batteries.

### 2006 marked the first year that Dell's growth was slower than the PC industry as a whole. By the fourth quarter of 2006, Dell lost its title of the largest PC manufacturer to rival [Hewlett Packard](http://en.wikipedia.org/wiki/Hewlett_Packard) which was invigorated thanks to a restructuring initiated by their CEO Mark Recent plans and acquisitions

* The company acquired EqualLogic on January 28, 2008, to gain a foothold in the [iSCSI](http://en.wikipedia.org/wiki/ISCSI) storage market. Because Dell already had an efficient manufacturing process, integrating EqualLogic's products into the company drove manufacturing prices down.

In 2009, Dell acquired [Perot Systems](http://en.wikipedia.org/wiki/Perot_Systems), a technology services and outsourcing company founded by [H. Ross Perot](http://en.wikipedia.org/wiki/H._Ross_Perot)

* On September 21, 2009, Dell announced its intent to acquire [Perot Systems](http://en.wikipedia.org/wiki/Perot_Systems), based in [Plano, Texas](http://en.wikipedia.org/wiki/Plano,_Texas), in a reported $3.9 billion deal. Perot Systems provided Dell with applications development, systems integration, and strategic consulting services through its operations in the U.S. and 10 other countries. In addition, the acquisition of Perot brought a variety of business process outsourcing services, including claims processing and call center operations.
* On February 10, 2010, the company acquired [KACE Networks](http://en.wikipedia.org/wiki/KACE_Networks) a leader in Systems Management Appliances. The terms of the deal were not disclosed.
* On August 16, 2010, Dell announced plans to acquire the data storage company [3PAR](http://en.wikipedia.org/wiki/3PAR).  On September 2, [Hewlett-Packard](http://en.wikipedia.org/wiki/Hewlett-Packard) offered $33 a share for 3PAR, which Dell declined to match.
* On November 2, 2010, Dell acquired Software-as-a-Service (SaaS) integration leader Boomi. Terms of the deal were not disclosed.
* On Friday February 24, 2012 Dell acquired Backup and Disaster Recovery software solution AppAssure Software of Reston, VA. AppAssure delivered 194 percent revenue growth in 2011 and over 3500% growth in the prior 3 years. AppAssure supports physical servers and VMware, Hyper-V and XenServer. The deal represents the first acquisition since Dell formed its software division under former CA CEO John Swainson. Dell added that it will keep AppAssure’s 230 employees and invest in the company.
* In March 2012, [USA Today](http://en.wikipedia.org/wiki/USA_Today) said that Dell agreed to buy [SonicWall](http://en.wikipedia.org/wiki/SonicWall), a company with 130 patents. SonicWall which develops security products, is a network and data security provider Hurd.

After four out of five quarterly earnings reports were below expectations, Rollins resigned in January 2007 and founder Michael Dell assumed the role of CEO again. Dell announced a change campaign called "Dell 2.0," reducing headcount and diversifying the company's product offerings.

### Dell facilities

Dell's headquarters is located in [Round Rock, Texas](http://en.wikipedia.org/wiki/Round_Rock,_Texas). As of 2010 the company employs about 16,000 people in the facility, which has 2,100,000 square feet (200,000 m2) of space. As of 1999 almost half of the general fund of the City of Round Rock originates from sales taxes generated from the Dell headquarters.

Dell previously had its headquarters in the Arboretum complex in northern [Austin, Texas](http://en.wikipedia.org/wiki/Austin,_Texas). In 1989 Dell occupied 127,000 square feet (11,800 m2) in the Arboretum complex. In 1990 Dell had 1,200 employees in its headquarters. In 1993 Dell submitted a document to Round Rock officials, titled "Dell Computer Corporate Headquarters, Round Rock, Texas, May 1993 Schematic Design." Despite the filing, during that year the company said that it was not going to move its headquarters. In 1994 Dell announced that it was moving most of its employees out of the Arboretum, but that it was going to continue to occupy the top floor of the Arboretum and that the company's official headquarters address would continue to be the Arboretum. The top floor continued to hold Dell's board room, demonstration center, and visitor meeting room. Less than one month prior to August 29, 1994, Dell moved 1,100 customer support and telephone sales employees to Round Rock. Dell's lease in the Arboretum had been scheduled to expire in 1994.

[](http://en.wikipedia.org/wiki/File:Dell_diamond2.jpg)

**Dell Service and Support**

Dell service and support brands include the [*Dell Solution Station*](http://en.wikipedia.org/w/index.php?title=Dell_Solution_Station&action=edit&redlink=1) (extended domestic support services, previously "Dell on Call"), *Dell Support Center* (extended support services abroad), *Dell Business Support* (a commercial service-contract that provides an industry-certified technician with a lower call-volume than in normal queues), *Dell Everdream Desktop Management* ("Software as a Service" remote-desktop management),[[51]](http://en.wikipedia.org/wiki/Dell#cite_note-50) and *Your Tech Team* (a support-queue available to home users who purchased their systems either through Dell's website or through Dell phone-centers).

Discontinued products and brands include [Axim](http://en.wikipedia.org/wiki/Dell_Axim) ([PDA](http://en.wikipedia.org/wiki/Personal_digital_assistant); discontinued April 9, 2007), [Dimension](http://en.wikipedia.org/wiki/Dell_Dimension) (home and small office desktop computers; discontinued July 2007), [Dell Digital Jukebox](http://en.wikipedia.org/wiki/Dell_Digital_Jukebox) (MP3 player; discontinued August 2006), Dell PowerApp (application-based servers), and Dell Omniplex (desktop and tower computers previously supported to run server and desktop operating systems).

#### Manufacturing

From its early beginnings, Dell operated as a pioneer in the "configure to order" approach to manufacturing—delivering individual PCs configured to customer specifications. In contrast, most PC manufacturers in those times delivered large orders to intermediaries on a quarterly basis.[[53]](http://en.wikipedia.org/wiki/Dell#cite_note-52)

To minimize the delay between purchase and delivery, Dell has a general policy of manufacturing its products close to its customers. This also allows for implementing a [just-in-time](http://en.wikipedia.org/wiki/Just-in-time_(business)) (JIT) manufacturing approach, which minimizes [inventory](http://en.wikipedia.org/wiki/Inventory) costs. Low inventory is another signature of the Dell business model—a critical consideration in an industry where components depreciate very rapidly.

Dell's manufacturing process covers assembly, software installation, functional testing (including "burn-in"), and quality control. Throughout most of the company's history, Dell manufactured desktop machines in-house and contracted out manufacturing of base notebooks for configuration in-house. However, the company's approach has changed. The 2006 Annual Report states "we are continuing to expand our use of original design manufacturing partnerships and manufacturing outsourcing relationships." *The Wall Street Journal* reported in September, 2008 that "Dell has approached contract computer manufacturers with offers to sell" their plants.[[56]](http://en.wikipedia.org/wiki/Dell#cite_note-55)

Assembly of desktop computers for the North American market formerly took place at Dell plants in [Austin, Texas](http://en.wikipedia.org/wiki/Austin,_Texas) (original location) and [Lebanon, Tennessee](http://en.wikipedia.org/wiki/Lebanon,_Tennessee) (opened in 1999), which have been closed in 2008 and early 2009, respectively. The plant in [Winston-Salem, North Carolina](http://en.wikipedia.org/wiki/Winston-Salem,_North_Carolina) received $280 million USD in incentives from the state and opened in 2005, but ceased operations in November 2010, and Dell's contract with the state requires them to repay the incentives for failing to meet the conditions. It is expected that most of the work that used to take place in Dell's U.S. plants will be transferred to contract manufacturers in Asia and Mexico, or some of Dell's own factories overseas. The Miami, Florida facility of its [Alienware](http://en.wikipedia.org/wiki/Alienware) subsidiary remains in operation. Dell servers continue to be produced in [Austin, Texas](http://en.wikipedia.org/wiki/Austin,_Texas).

Dell assembles computers for the [EMEA](http://en.wikipedia.org/wiki/Europe,_the_Middle_East_and_Africa) market at [Limerick](http://en.wikipedia.org/wiki/Limerick) in the Republic of Ireland, and employs about 4,500 people in that country. Dell began manufacturing in [Limerick](http://en.wikipedia.org/wiki/Limerick) in 1991 and went on to become Ireland's largest exporter of goods and its second-largest company and foreign investor. On January 8, 2009, Dell announced that it would move all Dell manufacturing in Limerick to Dell's new plant in the Polish city of [Łódź](http://en.wikipedia.org/wiki/%C5%81%C3%B3d%C5%BA) by January 2010.[[60]](http://en.wikipedia.org/wiki/Dell#cite_note-59) [European Union](http://en.wikipedia.org/wiki/European_Union) officials said they would investigate a €52.7million aid package the Polish government used to attract Dell away from Ireland.[[61]](http://en.wikipedia.org/wiki/Dell#cite_note-60)European Manufacturing Facility 1 (EMF1, opened in 1990) and EMF3 form part of the [Raheen Industrial Estate](http://en.wikipedia.org/wiki/Raheen_Industrial_Estate) near Limerick. EMF2 (previously a [Wang](http://en.wikipedia.org/wiki/Wang_Laboratories) facility, later occupied by [Flextronics](http://en.wikipedia.org/wiki/Flextronics), situated in Castletroy) closed in 2002, and Dell Inc. has consolidated production into EMF3 contains only offices).[[62]](http://en.wikipedia.org/wiki/Dell#cite_note-61) Subsidies from the Polish government did keep Dell for a long time.

Dell opened plants in Penang, [Malaysia](http://en.wikipedia.org/wiki/Malaysia) in 1995, and in Xiamen, China in 1999. These facilities serve the Asian market and assemble 95% of Dell notebooks. Dell Inc. has invested an estimated $60 million in a new manufacturing unit in [Chennai](http://en.wikipedia.org/wiki/Chennai), India, to support the sales of its products in the [Indian subcontinent](http://en.wikipedia.org/wiki/Indian_subcontinent). Indian-made products will bear the "Made in India" mark. In 2007 the Chennai facility had the target of producing 400,000 desktop PCs, and plans envisaged it starting to produce notebook PCs and other products in the second half of 2007.

Dell moved desktop and PowerEdge server manufacturing for the South American market from the [Eldorado do Sul](http://en.wikipedia.org/wiki/Eldorado_do_Sul,_Brazil) plant opened in 1999, to a new plant in [Hortolandia, Brazil](http://en.wikipedia.org/wiki/Hortol%C3%A2ndia) in 2007.[[64]](http://en.wikipedia.org/wiki/Dell#cite_note-63)

## Technical support

Dell routes technical support queries according to component-type and to the level of support purchased:

1. Basic support provides business-hours telephone support and next business-day on-site support/ Return-to-Base, or Collect and Return Services (based on contracts purchased at point of sale)
2. Dell ProSupport provides 24x7x365 telephone and online support, a selection of 4 or 6-hour onsite support after telephone-based troubleshooting, and a Mission Critical option with two-hour onsite support, for customers who choose the highest level of support for their most critical hardware assets.[[66]](http://en.wikipedia.org/wiki/Dell#cite_note-65)

Dell's Consumer division offers 24x7 phone based and online troubleshooting in certain markets such as the United States and Canada. In 2008 Dell redesigned services-and-support for businesses with "Dell ProSupport", offering customers more options to adapt services to fit their needs. Rather than take a one-size-fits-all approach, Dell allows various options for its customers.

In addition, the company provides protection services, advisory services, multivendor hardware support, "how-to" support for software applications, collaborative support with many third-party vendors, and online parts and labor dispatching for customers who diagnose and troubleshoot their hardware. Dell also provides Dell ProSupport customers access to a crisis-center to handle major outages, or problems caused by natural disasters.[[67]](http://en.wikipedia.org/wiki/Dell#cite_note-66)

## Commercial aspects

### Organization

The board consists of nine directors. [Michael Dell](http://en.wikipedia.org/wiki/Michael_Dell), the founder of the company, serves as chairman of the board and chief executive officer. Other board members include [Don Carty](http://en.wikipedia.org/wiki/Donald_J._Carty), [William Gray](http://en.wikipedia.org/wiki/William_H._Gray_(congressman)), [Judy Lewent](http://en.wikipedia.org/wiki/Judy_Lewent), [Klaus Luft](http://en.wikipedia.org/wiki/Klaus_Luft), [Alex Mandl](http://en.wikipedia.org/wiki/Alex_J._Mandl), [Michael A. Miles](http://en.wikipedia.org/wiki/Michael_A._Miles), and [Sam Nunn](http://en.wikipedia.org/wiki/Sam_Nunn). [Shareholders](http://en.wikipedia.org/wiki/Shareholder) elect the nine board members at [meetings](http://en.wikipedia.org/wiki/Meeting), and those board members who do not get a majority of votes must submit a resignation to the board, which will subsequently choose whether or not to accept the resignation. The board of directors usually sets up five committees having oversight over specific matters. These committees include the Audit Committee, which handles accounting issues, including auditing and reporting; the Compensation Committee, which approves compensation for the CEO and other employees of the company; the Finance Committee, which handles financial matters such as proposed mergers and acquisitions; the Governance and Nominating Committee, which handles various corporate matters (including nomination of the board); and the Antitrust Compliance Committee, which attempts to prevent company practices from violating [antitrust](http://en.wikipedia.org/wiki/Antitrust) laws.

Day to day operations of the company are run by the Global Executive Management Committee which sets [strategic direction](http://en.wikipedia.org/wiki/Strategic_management). Dell has regional senior vice-presidents for countries other than the United States, including David Marmonti for [EMEA](http://en.wikipedia.org/wiki/Europe,_the_Middle_East_and_Africa) and Stephen J. Felice for Asia/Japan. As of 2007, other officers included Martin Garvin (senior vice president for worldwide procurement) and [Susan E. Sheskey](http://en.wikipedia.org/wiki/Susan_Sheskey) (vice president and [Chief Information Officer](http://en.wikipedia.org/wiki/Chief_Information_Officer)).

### Board Of Members

### Board members include:

|  |  |
| --- | --- |
| [**Michael Dell**](http://content.dell.com/us/en/edu/spredir.ashx/bios/michael-s-dell-bio)  Chairman of the Board  and Non-Independent Director | [**James W. Breyer**](http://content.dell.com/us/en/edu/spredir.ashx/bios/james-breyer-bio) Finance (Chair) |
| [**Donald J. Carty**](http://content.dell.com/us/en/edu/spredir.ashx/bios/donald-carty-bio) Non-Independent Director | [**Janet F. Clark**](http://content.dell.com/us/en/edu/spredir.ashx/bios/janet-f-clark)  Audit |
| [**Laura Conigliaro**](http://content.dell.com/us/en/edu/spredir.ashx/bios/laura-conigliaro) Finance | [**Kenneth M. Duberstein**](http://content.dell.com/us/en/edu/spredir.ashx/bios/kenneth-m-duberstein) Governance and Nominating |
| [**William H. Gray, III**](http://content.dell.com/us/en/edu/spredir.ashx/bios/william-gray-bio) Governance and Nominating (Chair); Leadership Development and Compensation | [**Gerard J. Kleisterlee**](http://content.dell.com/us/en/edu/spredir.ashx/bios/gerard-lleisterlee-bio) Leadership Development and Compensation, Finance |
| [**Thomas W. Luce, III**](http://content.dell.com/us/en/edu/spredir.ashx/bios/thomas-luce-bio) Governance and Nominating, Finance | [**Klaus S. Luft**](http://content.dell.com/us/en/edu/spredir.ashx/bios/klaus-luft-bio) Audit |
| [**Alex J. Mandl**](http://content.dell.com/us/en/edu/spredir.ashx/bios/alex-mandl-bio) Presiding Director Audit (Chair), Governance | [**Shantanu Narayen**](http://content.dell.com/us/en/edu/spredir.ashx/bios/Shantanu-Narayen)  Leadership Development and Compensation (Chair) |
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## PRODUCTS

## [Inspiron 14z](http://configure.us.dell.com/dellstore/config.aspx?oc=dncws46&c=us&l=en&s=dhs&cs=19&model_id=inspiron-n411z)

Market Value $1148.96

|  |  |
| --- | --- |
| **Processor** | 2nd Generation Intel® Core™ i5-2450M (2.50 GHz) |
| **Operating System** | Genuine Windows® 7 Home Premium, 64-Bit, English |
| **Display** | 14 inch High Definition LED Display (1366 x 768) with Truelife |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 8GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 1TB 5400 RPM SATA Hard Drive |
| **Optical Drive** | 8x CD/DVD Burner (Dual Layer DVD +/-R Drive) with Roxio Starter |
| **Warranty** | 1 Year Basic Support |
| **Weight** | 4.23 lbs |

[](http://configure.us.dell.com/dellstore/config.aspx?oc=fncwe11h&c=us&l=en&s=dhs&cs=19&model_id=xps-l412z)

## [XPS 14z](http://configure.us.dell.com/dellstore/config.aspx?oc=fncwe11h&c=us&l=en&s=dhs&cs=19&model_id=xps-l412z)

Dell Price $799.99

|  |  |
| --- | --- |
| **Processor** | 2nd Generation Intel® Core™ i5-2430M processor (2.40 GHz, with Turbo Boost 2.0 up to 3.00 GHz) |
| **Operating System** | Genuine Windows® 7 Home Premium, 64-Bit, English |
| **Display** | 14.0" HD (720p) Truelife WLED Display with 1.3MP HD Webcam |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 6GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 500GB 7200 RPM SATA Hard Drive |
| **Optical Drive** | 8X Slot Load CD/DVD Burner (Dual Layer DVD+/-R Drive) |
| **Video Card** | Intel® HD Graphics 3000 |
| **Warranty** | 1 Year Premium Protection Package - America's Best Standard Protection |
| **Weight** | 4.36 lbs |

[](http://configure.us.dell.com/dellstore/config.aspx?oc=dkcwcx1&c=us&l=en&s=dhs&cs=19&model_id=alienware-m11x-r3)

## [Alienware M11x](http://configure.us.dell.com/dellstore/config.aspx?oc=dkcwcx1&c=us&l=en&s=dhs&cs=19&model_id=alienware-m11x-r3)

Dell Price $899.00

|  |  |
| --- | --- |
| **Processor** | Intel® Core™ i3 2357M (1.3GHz, 3MB Cache) |
| **Operating System** | Genuine Windows® 7 Home Premium, 64bit, English |
| **Display** | 11.6" High Def (720p/1366x768) with WLED backlight |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 4GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 750GB 7200RPM SATA 3Gb/s |
| **Video Card** | NVIDIA® GeForce® GT540M graphics with 1.0GB Video Memory and Optimus |
| **Warranty** | 1 Year Basic Plan |
| **Weight** | 4.4 lbs |

[](http://configure.us.dell.com/dellstore/config.aspx?oc=fncwp19&c=us&l=en&s=dhs&cs=19&model_id=xps-13-l321x)

## [XPS 13](http://configure.us.dell.com/dellstore/config.aspx?oc=fncwp19&c=us&l=en&s=dhs&cs=19&model_id=xps-13-l321x)

Dell Price $999.99

|  |  |
| --- | --- |
| **Processor** | 2nd generation Intel® Core™ i5-2467M processor (1.60 GHz with Turbo Boost 2.0 up to 2.30 GHz) |
| **Operating System** | Genuine Windows® 7 Home Premium, 64bit, English |
| **Display** | Silver Anodized Aluminum and 13.3" HD (720p) Truelife WLED Display with 1.3MP HD Webcam |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 4GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 128GB Solid State Drive |
| **Video Card** | Intel® HD Graphics 3000 |
| **Warranty** | 1 Year Premium Protection Package - America's Best Standard Protection |
| **Weight** | 2.99 lbs |

[](http://configure.us.dell.com/dellstore/config.aspx?oc=dkcwcx2&c=us&l=en&s=dhs&cs=19&model_id=alienware-m11x-r3)

## [Alienware M11x](http://configure.us.dell.com/dellstore/config.aspx?oc=dkcwcx2&c=us&l=en&s=dhs&cs=19&model_id=alienware-m11x-r3)

Dell Price $1099.00

|  |  |
| --- | --- |
| **Processor** | Intel® Core™ i5 2467M (1.6GHz,2.3GHz,w/Turbo Boost, 3MB Cache) |
| **Operating System** | Genuine Windows® 7 Home Premium, 64bit, English |
| **Display** | 11.6" High Def (720p/1366x768) with WLED backlight |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 6GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 1TB 5400rpm SATA Hard Drive |
| **Video Card** | NVIDIA® GeForce® GT540M graphics with 1.0GB Video Memory and Optimus |
| **Warranty** | 1 Year Basic Plan |
| **Weight** | 4.4 lbs |

[](http://configure.us.dell.com/dellstore/config.aspx?oc=dkcwbr1&c=us&l=en&s=dhs&cs=19&model_id=alienware-m14x)

## [Alienware M14x](http://configure.us.dell.com/dellstore/config.aspx?oc=dkcwbr1&c=us&l=en&s=dhs&cs=19&model_id=alienware-m14x)

Dell Price $1099.00

|  |  |
| --- | --- |
| **Processor** | Intel® Core™ i5 2430M (2.4GHz,3.0GHz,with Turbo Boost, 3MB Cache) |
| **Operating System** | Genuine Windows® 7 Home Premium, 64bit, English |
| **Display** | 14.0" High Def (720p/1366x768) with WLED backlight |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 4GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 750GB 7200RPM SATA 3Gb/s |
| **Optical Drive** | 8x SuperMulti DVD±R/RW Slot Load Optical Drive |
| **Video Card** | 1.5GB DDR3 NVIDIA® GeForce® GT 555M using NVIDIA Optimus™ technology |
| **Warranty** | 1 Year Basic Plan |
| **Weight** | 6.45 lbs |

[](http://configure.us.dell.com/dellstore/config.aspx?oc=fncwe20h&c=us&l=en&s=dhs&cs=19&model_id=xps-l412z)

## [XPS 14z](http://configure.us.dell.com/dellstore/config.aspx?oc=fncwe20h&c=us&l=en&s=dhs&cs=19&model_id=xps-l412z)

Dell Price $1199.99

* + 1

|  |  |
| --- | --- |
| **Processor** | 2nd generation Intel® Core™ i7-2640M processor (2.80 GHz, with Turbo Boost 2.0 up to 3.50 GHz) |
| **Operating System** | Genuine Windows® 7 Home Premium, 64-Bit, English |
| **Display** | 14.0" HD (720p) Truelife WLED Display with 1.3MP HD Webcam |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 8GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 750GB 7200 RPM SATA Hard Drive |
| **Optical Drive** | 8X Slot Load CD/DVD Burner (Dual Layer DVD+/-R Drive) |
| **Video Card** | NVIDIA® GeForce® GT 520M 1GB graphics with Optimus™ |
| **Warranty** | 1 Year Premium Protection Package - America's Best Standard Protection |
| **Weight** | 4.36 lbs |

[](http://configure.us.dell.com/dellstore/config.aspx?oc=dkcwcr2&c=us&l=en&s=dhs&cs=19&model_id=alienware-m11x-r3)

## [Alienware M11x](http://configure.us.dell.com/dellstore/config.aspx?oc=dkcwcr2&c=us&l=en&s=dhs&cs=19&model_id=alienware-m11x-r3)

Dell Price $1299.00

|  |  |
| --- | --- |
| **Processor** | Intel Core i7 2637M 1.7GHz(2.8GHz w/Turbo Boost, 4MB Cache) |
| **Operating System** | Genuine Windows® 7 Home Premium, 64bit, English |
| **Display** | 11.6" High Def (720p/1366x768) with WLED backlight |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 8GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 1TB 5400rpm SATA Hard Drive |
| **Video Card** | NVIDIA® GeForce® GT540M graphics with 2.0GB Video Memory and Optimus |
| **Warranty** | 1 Year Basic Plan |
| **Weight** | 4.4 lbs |

[](http://configure.us.dell.com/dellstore/config.aspx?oc=fncwp25&c=us&l=en&s=dhs&cs=19&model_id=xps-13-l321x)

Dell Price $1299.99

|  |  |
| --- | --- |
| **Processor** | 2nd generation Intel® Core™ i5-2467M processor (1.60 GHz with Turbo Boost 2.0 up to 2.30 GHz) |
| **Operating System** | Genuine Windows® 7 Home Premium, 64bit, English |
| **Display** | Silver Anodized Aluminum and 13.3" HD (720p) Truelife WLED Display with 1.3MP HD Webcam |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 4GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 256GB Solid State Drive |
| **Video Card** | Intel® HD Graphics 3000 |
| **Warranty** | 1 Year Premium Protection Package - America's Best Standard Protection |
| **Weight** | 2.99 lbs |

[](http://configure.us.dell.com/dellstore/config.aspx?oc=fncwp21&c=us&l=en&s=dhs&cs=19&model_id=xps-13-l321x)

## [XPS 13](http://configure.us.dell.com/dellstore/config.aspx?oc=fncwp21&c=us&l=en&s=dhs&cs=19&model_id=xps-13-l321x)

|  |  |
| --- | --- |
| **Processor** | 2nd generation Intel® Core™ i7-2637M processor 1.70 GHz with Turbo Boost 2.0 up to 2.80 GHz (4G) TPM |
| **Operating System** | Genuine Windows® 7 Home Premium, 64bit, English |
| **Display** | Silver Anodized Aluminum and 13.3" HD (720p) Truelife WLED Display with 1.3MP HD Webcam |
| **Memory**[**2**](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) | 4GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz |
| **Hard Drive** | 256GB Solid State Drive |
| **Video Card** | Intel® HD Graphics 3000 |
| **Warranty** | 1 Year Premium Protection Package - America's Best Standard Protection |
| **Weight** | 2.99 lbs |

##### Inspiron 14z

##### Inspiron 15R

##### Inspiron 17R

A thin and powerful laptop with a 14" HD display and a 2nd Gen Intel® Core™ i3 processor

Our most popular screen size with a 2nd Gen Intel® Core™ i5 processor and 6GB memory

Great value for a 2nd Gen Intel® Core™ i5 processor, 17" HD screen, and 8GB memory

Dell Price $480.34

Dell Price $577.84

Dell Price $694.84

#### Processor

2nd generation Intel® Core™ processor i3-2330M (2.2GHz, with Intel HD Graphic 3000)

2nd Generation Intel® Core™ i5-2450M processor (2.50 GHz with Turbo Boost 2.0 up to 3.10 GHz)

2nd Generation Intel® Core™ i5-2450M processor (2.50 GHz with Turbo Boost 2.0 up to 3.10 GHz)

#### Operating System

Genuine Windows® 7 Home Premium, 64-Bit, English

Genuine Windows® 7 Home Premium, 64-Bit, English

Genuine Windows® 7 Home Premium, 64-Bit, English

#### Display

14 inch High Definition LED Display (1366 x 768) with Truelife

15.6" High Definition (720p) LED Display with Truelife™

17.3" HD+ (1600 x 900) LED Display with Truelife™

#### Memory[2](http://www.dell.com/mc.ashx?id=technotes:hard-drive&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover)

4GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Single Channel DDR3 SDRAM at 1333MHz

6GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz

8GB[3](http://www.dell.com/mc.ashx?id=technotes:graphics-and-system-memory&c=us&l=en&s=dhs&modalwidth=400&modalHeight=150&ovropac=0&modalscroll=yes&modaltarget=div&modaltype=tooltip&position=bottom&title=Important%20Details&flip=false&eventType=rollover) Dual Channel DDR3 SDRAM at 1333MHz

#### Hard Drive

500GB 5400 RPM SATA Hard Drive

750GB 5400 RPM SATA Hard Drive

1TB 5400 RPM SATA Hard Drive

#### Video Card

Intel HD Graphics/HD Graphics 3000 with up to 1.6GB Dynamic Video Memory

Intel HD Graphics/HD Graphics 3000 with up to 1.6GB Dynamic Video Memory

#### Optical Drive

8x CD/DVD Burner (Dual Layer DVD +/-R Drive) with Roxio Starter

8X Tray Load CD/DVD Burner (Dual Layer DVD+/-R Drive)

8X DVD+/-RW Tray Load Drive, no-software

#### Case Color

Espresso Black

Switch by Design Studio - Diamond Black

Switch by Design Studio - Diamond Black

#### Wireless

Intel® Centrino® Wireless-N 1030 & Bluetooth 3.0

Intel® Centrino® Wireless-N 1030, 1x2 bgn + Bluetooth

Intel® Centrino® Wireless-N 1030, 1x2 bgn + Bluetooth

#### Security Software

McAfee® SecurityCenter, 36-Months

McAfee® SecurityCenter, 15-Months

McAfee® SecurityCenter, 15-Months

#### Primary Battery

65 WHr 6-cell Lithium Ion Primary Battery

48 WHr 6-cell Lithium Ion Primary Battery

48 WHr 6-cell Lithium Ion Primary Battery

#### Webcam

Integrated 1.0MP HD Webcam

Integrated 1.0 mega pixel widescreen HD Webcam

Integrated 1.0 mega pixel widescreen HD Webcam

#### Warranty

1 Year Basic Support

1 Year Basic Support

1 Year Basic Support

#### Weight

4.23 lbs

5.84 lbs

7.14 lbs

1,5,12

Inspiron RStyle & Entertainment

[](http://www.dell.com/content/topics/segtopic.aspx/inspiron-laptops?c=us&cs=19&l=en&s=dhs&~ck=mn)

* Personalize with SWITCHable lids
* Power: Up to 2nd Gen Intel® Core™ i7 processors

[](http://www.dell.com/us/p/inspiron-14r-n4110/pd)

**OBJECTIVE OF THE STUDY**

**The objective of the study is to:**

* Increase the sales of the Dell Laptop by implementing different marketing strategy.
* Understand the market conditions for Dell Laptop.
* Study about the strategy of its competitors in the market.
* Different promotional tool used by Dell Laptop.
* Study the consumer behaviors, and perception about the Dell Laptop.
* Study about the need of improvement in existing Marketing System.
* Study about the difficulties faced by Executives while marketing in the field.

To study about the effectiveness & efficiency of Dell Laptop in relation to its competitors

**SCOPE OF THE STUDY**

Dell Laptop’ working philosophy is particularly based on “Prepare employees for the future developments with developments in their personality.” As competition is very much intense hence the management is working hard for customer relationship to achieve future business growth.

As it is newly opened organization hence as every other organization it is also facing some management problems. Management is trying to overcome all these problems and achieving systematic workings here. Each and every department is distinguished for the employees. Every employee is having its own designation and job profile and he/she has to work under that profile only. For each segment of the vehicles, Dell Laptop is having its separate executives. Departments are connected through local area networks.

The main aim of management here is self development of employees. So that, they can be empowered for the benefit of the organization and be able to take future responsibilities. It starts with the joining of the employee in the organization. Initially, they have to work under various departments till his/her probation period would be over. They have to start their works from the ground level, so that they can understand the reality of the business here. Daily reporting at the morning and the evening make them up to date with the objectives and their future targets. The senior management knows that how they are doing their work and in which way they have to be directed.

Dell Laptop tries to find out the answer of 4 critical questions while doing its business;

* 1. Are we easy for customers to do business with?
  2. Do we keep our promises?
  3. Do we meet the standards, we set?
  4. Are we responsive to customer needs?

**METHODOLOGY TO BE USED**

The nature of the project work has been descriptive as no hypothesis, is taken to be tested. Though the conclusions drawn could be taken as the hypothesis and further tested by the research work undertaken in the relevant field. The reason for choosing the descriptive research design is the fact the project report has been primarily based upon the secondary sources of data and whose authenticity could be assured of.

The reluctance of the company's personnel in parting with much of information led the project report to be based substantially on the secondary source of data. The sources of data used in data collection are the following:

**Primary sources**

In order to gather information about the various products of Dell Laptop, I personally visited a number of Showrooms and collected data pertaining to the prices of the LAPTOP offered. The market visits were useful in knowing the comparative prices and quality of the offered brands vis-versa the competitive brands. Details regarding the delivery of the LAPTOP were collected and I also inquired about the various Marketing Strategy schemes followed by the two LAPTOP showrooms in New Delhi.

By interviewing these dealers valuable information was collected. I inquired from them about their marketing advertising and sales strategies.

**Secondary sources**

Information was collected from secondary sources such as customer survey, newspapers advertisements, Automobile newsletters, etc.

Beside these the use of Internet was also made in collecting relevant information. The data collected from the above mentioned sources has been adequately structured and used at appropriate places in the report. The information gathered included:

* Their annual reports.
* Pamphlets.
* Newsletters.
* Pictures.
* Exchange schemes.

**Sample size:**

The sample size shorted out from the population (universe set) is 100 nos. to draw the conclusion of the study.

**LIMITATIONS OF STUDY**

As I was asked to carry on my project training, I found the following limitations during my training period. So, it was very difficult for me to collect all the relevant information regarding my project report.

1. Shortage of time factor was one of the biggest constraints.
2. More stress was faced during collection of primary data through questionnaires and also to collect secondary data from the organization in terms of organizational profile, product and price profile.

All the observation and recommendation will be made on the feedback obtained from survey.

**MARKETING MANAGEMENT**

Marketing is the process of performing [market research](http://en.wikipedia.org/wiki/Market_research), [selling](http://en.wikipedia.org/wiki/Selling) [products](http://en.wikipedia.org/wiki/Products) and/or [services](http://en.wikipedia.org/wiki/Services) to [customers](http://en.wikipedia.org/wiki/Customer) and promoting them via [advertising](http://en.wikipedia.org/wiki/Advertising) to further enhance [sales](http://en.wikipedia.org/wiki/Sales). It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong [customer relationships](http://en.wikipedia.org/wiki/Customer_relationship_management) and create value for their customers and for themselves.

Marketing is used to identify the [customer](http://en.wikipedia.org/wiki/Customer), to satisfy the [customer](http://en.wikipedia.org/wiki/Customer), and to keep the customer. With the customer as the focus of its activities, it can be concluded that [marketing management](http://en.wikipedia.org/wiki/Marketing_management) is one of the major components of [business management](http://en.wikipedia.org/wiki/Outline_of_business_management). Marketing evolved to meet the stasis in developing new markets caused by [mature markets](http://en.wikipedia.org/wiki/Mature_market) and [overcapacities](http://en.wikipedia.org/wiki/Overcapacity) in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from [production](http://en.wikipedia.org/wiki/Manufacturing) to the perceived needs and wants of their customers as the means of staying [profitable](http://en.wikipedia.org/wiki/Profit_(accounting)).

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of [target markets](http://en.wikipedia.org/wiki/Target_markets) and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

**Definition of Marketing Management:**

Marketing Management is a business discipline which is focused on the practical application of [marketing](http://en.wikipedia.org/wiki/Marketing) techniques and the management of a firm's marketing resources and activities. Rapidly emerging forces of [globalization](http://en.wikipedia.org/wiki/Globalization) have compelled firms to market beyond the borders of their home country making [International marketing](http://en.wikipedia.org/wiki/International_marketing) highly significant and an integral part of a firm's marketing strategy.[[1]](http://en.wikipedia.org/wiki/Marketing_management#cite_note-0) Marketing managers are often responsible for influencing the level, timing, and composition of customer demand accepted definition of the term. In part, this is because the role of a marketing manager can vary significantly based on a business' size, [corporate culture](http://en.wikipedia.org/wiki/Corporate_culture), and [industry](http://en.wikipedia.org/wiki/Industry) context. For example, in a large consumer products company, the marketing manager may act as the overall [general manager](http://en.wikipedia.org/wiki/General_manager) of his or her assigned product [[2]](http://en.wikipedia.org/wiki/Marketing_management#cite_note-1) To create an effective, cost-efficient [Marketing management strategy](http://en.wikipedia.org/w/index.php?title=Marketing_management_strategy&action=edit&redlink=1), firms must possess a detailed, [objective](http://en.wikipedia.org/wiki/Objective) understanding of their own business and the [market](http://en.wikipedia.org/wiki/Market) in which they operate.[[3]](http://en.wikipedia.org/wiki/Marketing_management#cite_note-Clancy.26Krieg-2) In analyzing these issues, the discipline of marketing management often overlaps with the related discipline of [strategic planning](http://en.wikipedia.org/wiki/Strategic_planning).

Traditionally, marketing analysis was structured into three areas: Customer analysis, Company analysis, and Competitor analysis (so-called "3Cs" analysis). More recently, it has become fashionable in some marketing circles to divide these further into certain five "Cs": Customer analysis, Company analysis, Collaborator analysis, Competitor analysis, and analysis of the industry Context.

In Customer analysis is to develop a schematic diagram for [market segmentation](http://en.wikipedia.org/wiki/Market_segmentation), breaking down the market into various constituent groups of customers, which are called customer segments or market segmentation's. Marketing managers work to develop detailed profiles of each segment, focusing on any number of variables that may differ among the segments: demographic, psycho graphic, geographic, behavioral, needs-benefit, and other factors may all be examined. Marketers also attempt to track these segments' perceptions of the various products in the market using tools such as [perceptual mapping](http://en.wikipedia.org/wiki/Perceptual_mapping).

Marketing management employs various tools from [economics](http://en.wikipedia.org/wiki/Economics) and [competitive strategy](http://en.wikipedia.org/wiki/Competitive_strategy) to analyze the industry context in which the firm operates. These include [Porter's five forces](http://en.wikipedia.org/wiki/Porter_5_forces_analysis), analysis of [strategic groups](http://en.wikipedia.org/wiki/Strategic_group) of competitors, [value chain](http://en.wikipedia.org/wiki/Value_chain) analysis and others.[[5]](http://en.wikipedia.org/wiki/Marketing_management#cite_note-PorterCS-4) Depending on the industry, the [regulatory](http://en.wikipedia.org/wiki/Regulation) context may also be important to examine in detail.

In Competitor analysis, marketers build detailed profiles of each competitor in the market, focusing especially on their relative competitive strengths and weaknesses using [SWOT analysis](http://en.wikipedia.org/wiki/SWOT_analysis). Marketing managers will examine each competitor's cost structure, sources of profits, resources and competencies, competitive [positioning](http://en.wikipedia.org/wiki/Positioning_(marketing)) and [product differentiation](http://en.wikipedia.org/wiki/Product_differentiation), degree of [vertical integration](http://en.wikipedia.org/wiki/Vertical_integration), historical responses to industry developments, and other factors.

Marketing management often finds it necessary to invest in research to collect the data required to perform accurate marketing analysis. As such, they often conduct [market research](http://en.wikipedia.org/wiki/Market_research) (alternately [marketing research](http://en.wikipedia.org/wiki/Marketing_research)) to obtain this information. Marketers employ a variety of techniques to conduct market research, but some of the more common include:

* [Qualitative marketing research](http://en.wikipedia.org/wiki/Qualitative_marketing_research), such as [focus groups](http://en.wikipedia.org/wiki/Focus_groups) and various types of interviews
* [Quantitative marketing research](http://en.wikipedia.org/wiki/Quantitative_marketing_research), such as [statistical surveys](http://en.wikipedia.org/wiki/Statistical_survey)
* [Experimental techniques](http://en.wikipedia.org/wiki/Experimental_techniques) such as [test markets](http://en.wikipedia.org/wiki/Test_market)
* [Observational techniques](http://en.wikipedia.org/wiki/Observational_techniques) such as [ethnographic](http://en.wikipedia.org/wiki/Ethnography) (on-site) observation

Marketing managers may also design and oversee various [environmental scanning](http://en.wikipedia.org/wiki/Environmental_scanning) and [competitive intelligence](http://en.wikipedia.org/wiki/Competitive_intelligence) processes to help identify trends and inform the company's marketing analysis.

### Marketing strategy

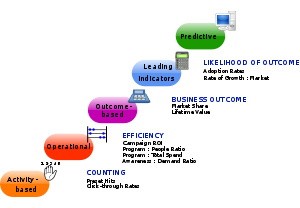
If the company has obtained an adequate understanding of the customer base and its own competitive position in the industry, marketing managers are able to make their own key strategic decisions and develop a [marketing strategy](http://en.wikipedia.org/wiki/Marketing_strategy) designed to maximize the [revenues](http://en.wikipedia.org/wiki/Revenues) and [profits](http://en.wikipedia.org/wiki/Profit_(accounting)) of the firm. The selected strategy may aim for any of a variety of specific objectives, including optimizing short-term unit margins, revenue growth, [market share](http://en.wikipedia.org/wiki/Market_share), long-term profitability, or other goals.

To achieve the desired objectives, marketers typically identify one or more target customer segments which they intend to pursue. Customer segments are often selected as targets because they score highly on two dimensions: 1) The segment is attractive to serve because it is large, growing, makes frequent purchases, is not price sensitive (i.e. is willing to pay high prices), or other factors; and 2) The company has the resources and capabilities to compete for the segment's business, can meet their needs better than the competition, and can do so profitably. In fact, a commonly cited definition of marketing is simply "meeting needs profitably."

The implication of selecting target segments is that the business will subsequently allocate more resources to acquire and retain customers in the target segment(s) than it will for other, non-targeted customers. In some cases, the firm may go so far as to turn away customers who are not in its target segment. The doorman at a swanky nightclub, for example, may deny entry to unfashionably dressed individuals because the business has made a strategic decision to target the "high fashion" segment of nightclub patrons.

In conjunction with targeting decisions, marketing managers will identify the desired [positioning](http://en.wikipedia.org/wiki/Positioning_(marketing)) they want the company, product, or brand to occupy in the target customer's mind. This positioning is often an encapsulation of a key benefit the company's product or service offers that is [differentiated](http://en.wikipedia.org/wiki/Product_differentiation) and superior to the benefits offered by competitive products. For example, [Volvo](http://en.wikipedia.org/wiki/Volvo_Cars) has traditionally positioned its products in the [automobile](http://en.wikipedia.org/wiki/Automobile) market in North America in order to be perceived as the leader in "safety", whereas [BMW](http://en.wikipedia.org/wiki/BMW) has traditionally positioned its brand to be perceived as the leader in "performance."

### Implementation planning

[](http://en.wikipedia.org/wiki/File:Marketing_Metrics_Continuum.svg)

The Marketing Metrics Continuum provides a framework for how to categorize metrics from the tactical to strategic.

After the firm's strategic objectives have been identified, the target market selected, and the desired positioning for the company, product or brand has been determined, marketing managers focus on how to best implement the chosen strategy. Traditionally, this has involved implementation planning across the "4Ps" of marketing: [Product management](http://en.wikipedia.org/wiki/Product_management), Pricing (at what price slot do you position your product, for e-g low, medium or high price), Place (the place/area where you are going to be selling your products, it could be local, regional, country wide or International) (i.e. sales and [distribution](http://en.wikipedia.org/wiki/Distribution_(business)) channels), and [People](http://en.wikipedia.org/w/index.php?title=People,_you_have_to_identify_the_people_you_are_going_to_target,_for_e.g_you_cannot_try_to_sell_an_arab_robe_to_a_non_arab_population._(marketing)&action=edit&redlink=1). Now a new P has been added making it a total of 5P's. The 5th P is Politics which affects marketing in a significant way.

### Organizational Management And Leadership

Marketing management may spend a fair amount of time building or maintaining a [marketing orientation](http://en.wikipedia.org/w/index.php?title=Marketing_orientation&action=edit&redlink=1) for the business. Achieving a market orientation, also known as "customer focus" or the "marketing concept", requires building consensus at the senior management level and then driving customer focus down into the organization. Cultural barriers may exist in a given business unit or functional area that the marketing manager must address in order to achieve this goal. Additionally, marketing executives often act as a "brand champion" and work to enforce [corporate identity](http://en.wikipedia.org/wiki/Corporate_identity) standards across the enterprise.

In larger organizations, especially those with multiple business units, top marketing managers may need to coordinate across several marketing departments and also resources from finance, research and development, engineering, operations, manufacturing, or other functional areas to implement the marketing plan. In order to effectively manage these resources, marketing executives may need to spend much of their time focused on political issues and inte-departmental negotiations.

### Reporting, Measurement, Feedback And Control Systems

Marketing management employs a variety of metrics to measure progress against objectives. It is the responsibility of marketing managers – in the marketing department or elsewhere – to ensure that the execution of marketing programs achieves the desired objectives and does so in a cost-efficient manner.

Marketing management therefore often makes use of various organizational control systems, such as sales forecasts, sales force and reseller [incentive](http://en.wikipedia.org/wiki/Incentive) programs, [sales force management systems](http://en.wikipedia.org/wiki/Sales_force_management_system), and [customer relationship management](http://en.wikipedia.org/wiki/Customer_relationship_management) tools (CRM). Recently, some software vendors have begun using the term "[marketing operations management](http://en.wikipedia.org/wiki/Marketing_Operations_Management)" or "[marketing resource management](http://en.wikipedia.org/wiki/Marketing_Resource_Management)" to describe systems that facilitate an integrated approach for controlling marketing resources.

**DATA ANALYSIS**

**The data given below was based on the questions which are asked during the survey.**

**Q.1. WHY SHOULD YOU OPT A DELL LAPTOP?**

**Table No 1: Showing why people opt a DELL LAPTOP:**

|  |  |  |
| --- | --- | --- |
|  | **No. of Respondents** | **Percentage** |
| **Need** | 31 | 31.0 |
| **Quality** | 11 | 11.0 |
| **Good look** | 48 | 48.0 |
| **Stylish** | 10 | 10.0 |
| **Total** | 100 | 100.0 |

**GRAPH No. 1: Showing the why people opt for a Dell Laptop:**

**Interpretation:** The above graph reveals that 48% of the respondents opt Dell Laptop for Good look, 31% of respondents for the need on the regular bases,11% of the respondents opt for Quality, and 10% of the respondents opt Dell Laptop for the style.

**Q.2. HOW YOU AWARE ABOUT DELL LAPTOP ?**

**Table No. 2: How Customers are aware of DELL LAPTOP ?**

|  |  |  |
| --- | --- | --- |
|  | **No. of Respondents** | **Percent** |
| **LAPTOP Ads** | 33 | 33.0 |
| **Existing customers** | 21 | 21.0 |
| **Magazines** | 24 | 24.0 |
| **Friends** | 12 | 12.0 |
| **Internet** | 10 | 10.0 |
| **Total** | 100 | 100.0 |

**GRAPH No.2: showing How Customers are aware of DELL LAPTOP :**

**Interpretation:** From the above graph shows that 33% of the respondents came to know of Dell Laptop through LAPTOP ads, 24% of the respondents through magazines, 21% of the respondents through the existing customers and 12% of respondents from friends, 10% of respondents through internet. The above graph explained that majority of respondents are LAPTOP ads and Magazines.

**Q.3. What is your perception about Dell Laptop ?**

**Table No. 3: Showing Customer Perception about Dell Laptop:**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **Number of Respondent** | **Percentage** |
| **BEST** | 43 | 43% |
| **GOOD** | 26 | 26% |
| **ORDINARY** | 17 | 17% |
| **NO COMMENT** | 0 | 0% |
| **POOR** | 14 | 14% |
| **WORST** | 0 | 0% |
| **POOREST** | 0 | 0% |
| **TOTAL** | 100 | 100% |

**GRAPH No.3: Showing Customer Perception about Dell Laptop**

**Interpretation:**

The above graph reveals that best perception comes from 43%, 26% have good perception about the Dell Laptop and rest by 17% have ordinary ,14% have poor perception.

**Q.4. What is the standard of LAPTOP in Dell Laptop?**

**Table No. 4: Showing result about standard of Dell Laptop :**

|  |  |  |
| --- | --- | --- |
| **Particular** | **Number of respondent** | **Percentage** |
| **Excellent** | 12 | 12% |
| **Better** | 32 | 32% |
| **Good** | 23 | 23% |
| **No Comments** | 08 | 8% |
| **Poor** | 23 | 23% |
| **Worst** | 2 | 2% |
| **Poorest** | 0 | 0% |
| **TOTAL** | 100 | 100% |

**GRAPH No. 4: Showing result about standard of Dell Laptop :**

**Interpretation:** The above graph showing the standard of DELL LAPTOP.b12% customers says the standard is excellent, 32% says better, 23% says good standard, 8% no gave any comment on this but 25% customer says the standard is poor or worst.

**Q.5.: On the basis of price and feature comparison, is Dell Laptop economical?**

**Table. No.5: Showing is Dell Laptop are economical according to its price and features:**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **No. of respondents** | **percentage** |
| **Extremely Agreed** | 20 | 20% |
| **Highly agreed** | 30 | 30% |
| **Agreed** | 25 | 25% |
| **No Comments** | 12 | 12% |
| **Disagreed** | 13 | 13% |
| **Highly disagreed** | 0 | 0% |
| **Extremely disagreed** | 0 | 0% |

**GRAPH No. 5: Showing is DELL LAPTOP are economical according to its price and features:**

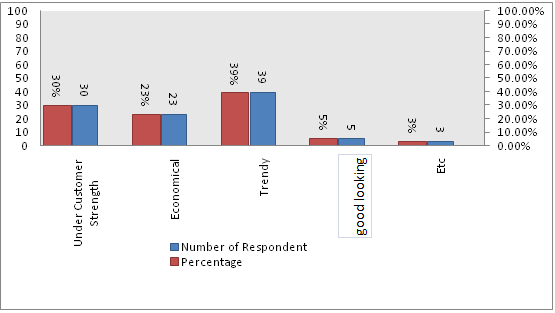
**Interpretation:** The above graph showing is Dell Laptop are economical. 20% of public is extremely agreed with this statement, 30% is highly agreed, 25% is agreed and rest of peoples answer is negative.

**Q.6. What is your perception about the maintenance cost of Dell Laptop?**

**Table No.6: Showing Customers Perception about the Maintenance Cost of Dell Laptop:**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **Number of Respondent** | **Percentage** |
| **Under Customer Strength** | 30 | 30% |
| **Economical** | 23 | 23% |
| **Trendy** | 39 | 39% |
| **Good looking** | 5 | 5% |
| **Etc** | 3 | 3% |
| **TOTAL** | 100 | 100% |

**GRAPH No. 6: Showing Customers Perception about the Maintenance Cost of DELL LAPTOP :**

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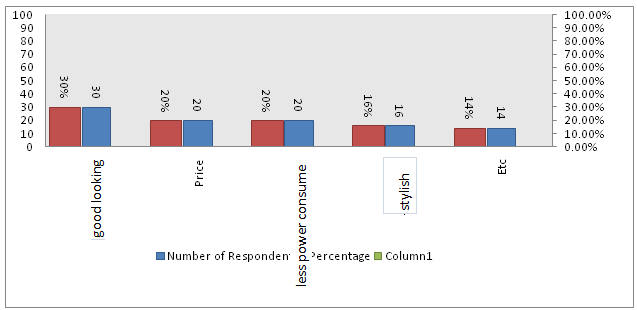
**Interpretation:** Here 30% customer’s says maintenance cost is under customer strength, 23% says it is economical, 39% says trendy, rest of customers says good looking and others.

**Q.7. Which feature of Dell Laptop attract you more?**

**Table No.7: Showing which feature attract more customer:**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **Number of Respondent** | **Percentage** |
| **Good looking** | 30 | 30% |
| **Price** | 20 | 20% |
| **Less power consume** | 20 | 20% |
| **Stylish** | 16 | 16% |
| **Etc** | 14 | 14% |

**GRAPH No.7: Showing which feature attract more customer:**

****

**Interpretation:** 30% people like DELL LAPTOP due to good looking, 20% due to price, 20% due to less power consumption and rest due to stylish & trend and rest of others.

**Q.8. In term of new designs of LAPTOP, what is the status of Dell Laptop?**

**Table No.8: Showing the performance of new LAPTOP design:**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **Number of Respondent** | **Percentage** |
| **Excellent** | 17 | 17% |
| **Better** | 47 | 47% |
| **Good** | 21 | 21% |
| **No Comments** | 2 | 2% |
| **Poor** | 3 | 3% |
| **Worst** | 7 | 7% |
| **Poorest** | 3 | 3% |

**GRAPH No.8 : Showing the performance of new LAPTOP design:**

**Interpretation:** Above graph showing the performance of DELL LAPTOP’s new design. 17% public says its new models are excellent performance, 47% says better and 21% says good performance rest of says not good or poor performance.

**GRAPH No. 9 Rating of Dell Laptop :**

**Interpretation:**

The ratings that 29% of strongly agree and 10% disagree , 12% say strongly disagree and 11%dont have comments, 32% agree to the ratings.

***Swot Analysis***

***STRENGTHS***

* Ability to understand customer’s needs and wants
* Recognized and established brand name
* Effective advertising capability
* It’s after sells service
* Technology
* Maintenance cost is low
* Resell value is high

***WEAKNESSES***

* R&D is not close to the Dell Laptop manufacturing plant
* Dell Laptop is vulnerable in the joint venture because Dell Laptop Company has so Much power

***OPPORTUNITIES***

* Global expansion
* Expansion of target market (include women)
* Become India’s leader in the LAPTOP market
* Financial help easily available
* Relatively low rate of interest and the discount of prices offered by the dealers and manufacturers lead to the increasing demand for Dell Laptop.
* Large market for the high performance segment which is increasing with the upliftment of the lifestyle of people.

***THREATS***

* LG is a strong competitor.
* The big giant like Sony will introduce soon in Indian market in less price.
* PVC rate is high

***FINDINGS FROM SURVEY***

According to the survey the customers who are already the customer of Dell Laptop are satisfied with the service of Dell Laptop, and the public who are planning to purchase a new LAPTOP should go for Dell Laptop because Dell Laptop is economical in price, good looking, stylish, and slim in design. These features also attract our young age group due to the new design, trendy look and style.

The following are the findings I point out from my study:

1. Customers are always demanding, but they don’t have to loose their patience, because customer is the God for us. If they are creating problems, then also we have to clear all matters with smile and patience. Make them understand fully that what are the problems and available solutions for that problem.
2. They are not here to provide comparisons. They have to provide demo to those customers only which seem to be the competent customers.
3. They have to make their customers understand about their own need and available options to satisfy their needs. Customers should be known that money discount is not as important as their personal satisfaction.
4. They have to integrate the operations of our all departments, so that each and every department can help in operation of every department and understand other department’s work.
5. Each and every employee should be having working knowledge of each and every department, hence job rotation is better option for this.
6. The management has to understand personal needs of the sales and marketing people, hence weekly get to gather with top management should be there about technical and personal problems for the employees where everyone would be free to express his/her thoughts.
7. When they should be having first meeting with customer, initially they have to make them understand about financial conditions for available banking and non banking companies. Then after they have to give them plan for financial.
8. They should be having one printed information about all formalities for the finance and it should be given to the customer so that it would be helpful to the customer while summing up documents for finance.

## *SUGGESTIONS*

**Aggressive Ad Campaign:**

Dell Laptop should put a few hoardings in different areas in New Delhi and also advertise effectively in local cable channel.

**Educating the customers:**

Dell Laptop should educate the customers about the Services of the Dell Laptop.

**Attractive schemes:**

Give few attractive schemes at the time of after sales services. Like giving quick service and charging them reasonably.

**Personal touch with the customers:**

Asking the customers to come regularly for servicing even after the warranty period.

## *CONCLUSION*

The report has highlighted the importance of providing the highest customer satisfaction and how it affects the sales. Though in the month of December, the sales were down, by developing competitive strategies and by delivering high class products and services, Popular LAPTOPs and Services were able to keep their sales momentum. The report emphasizes the importance of customer loyalty to develop the business.

The study which we conducted on the Dell Laptop in Television sector is a very important topic of Television sector.

After deep research, analysis and getting information about companies as formulated that the Dell Laptop achieved success in the market. Throughout the study we found the LAPTOP manufacturer having very new and modern technology in their LAPTOP, they have a good market share in India, many of LAPTOP companies like Dell Laptop, LG, Onda, Videocon, Sony, etc are also giving large competition.

Concluding the performance of the company related to television sector in India, getting their market share and growth and what are services they are providing after sales.

Dell Laptop has managed to put in spectacular performance going from strength despite increase in competition; the company's sales have witnessed an uptrend, registering an average growth of 42% in the three years under review.

Dell Laptop has managed to achieve this because its strong brand image and proven product quality underpinned the performance growth in recent years. Apart from the strong brand "LCD" the company's performance across the spectrum of the LAPTOP helped it exploit the growing demand for LCD LAPTOP.

***QUESTIONNAIRE FOR THE SURVEY***

**QUESTIONNIRE (customer)**

Customer name:- Mr/Mrs/Miss………………………

Address: - ……………………………………………………

Contact no: - ……………………………………………………

1. Do you use Dell Laptop?

Yes() No.()

1. Name the brand of LAPTOP which you use?

Dell Laptop ( ) Sony ( ) LG LAPTOP ( ) HP ( ) Toshiba ( ) Compaq( ) Acer()

1. From where do you buy LAPTOP? Why.

Basudev Electronic ( ) Richa Electronic Zone( )

LG Electronics ( ) other ( )

1. Do you think Dell Laptop products are more Luxurious & beneficial than others?

Yes() No()

1. Why do you use Dell Laptop ?

Good price( ) Better quality( )

Easily available () Diversified categories of product( )

1. How many years have you been using Dell Laptop ?

1-2 Yrs 2-3 Yrs

3-4 Yrs More Than 4 Yrs

7. Which brand do you like most beside Dell Laptop?

LG ( ) Sony( ) Acer( )

8. Do you think Dell Laptop & its product fulfills all your expectation?

Yes( ) No ( )

10. If No. What changes , do you expect ?

Quality ( ) Availability( )

Price ( ) Variety( )

Other ( )

11. Are you satisfied with Dell Laptop product ?

Highly satisfied ( ) Satisfied ( )

Neutral ( ) Dissatisfied ( )

12. Why do you prefer LAPTOP ?

Need ( ) Entertainment ( )

13. Suggestion ( if any) ………………….

**QUESTIONNAIRE(show room)**

Customer name:- Mr/Mrs/Miss………………………

Address :- ………………………………………………………

Contact no :- ………………………………………………….

1. What is the estimated no. of sales of Dell Laptops product daily?

2( ) 5( ) 8( )

10( ) 15( )

1. Do you have all the models of Dell Laptops ?

Yes ( ) No ( )

1. If , No which product is lacking is your showroom ? And what was the reason ?

Low demand ( ) Low profit margin ( )

Consumer Complain( ) Other( )

1. Which brand of Dell Laptop is demanded by customer mostly ?

XPS () Studio() Inspiron() Others()

5.How is the selling scale System of Dell Laptop ?

Excellent( ) Good( ) Fair ( )

Poor( ) Very poor( )

1. What is the frequency of visiting of Dell Laptop executive in your showroom? Please specify name………….

Daily ( ) Weekly ( ) Monthly ( )

Quarterly ( ) Half-yearly( ) yearly( ) None ( ).

1. Which factor is most liked by you?

Pricing( ) Advertisement( )

Quality ( ) Home-Service( ) other ( )

1. Do you have dissatisfaction regarding the product? If ,yes then why?

Lack of communication ( ) Lack of proper delivery()

Profit margin ( ) wastage of stock()

None ( )

9. Is there any complain from customer? If yes then why?

Price ( ) Product Quality( ) Maintainance() Service ( ) Other ( ) No ( ).

10. Do you think that there is any other competitor that may compete with Dell Laptop?

Acer ( ) HP ( ) Sony ( )

Compaq ( ) Asus ( )

11. Suggestion ( if any) ……………………………………………………..

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  + Business today
  + Business & Economy.
* **News Papers:**
  + Economic Times
  + Business line
* **Websites:**
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  + [www.google.com](http://www.google.com)