



## Case Study: Matching Dell

By Bastian Tinnacher



### Case Study: Matching Dell By Bastian Tinnacher


Wissenschaftliche Studie aus dem Jahr 2009 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Hochschule Ludwigshafen am Rhein, Sprache: Deutsch, Abstract: In 1984, after generating \$80.000 revenue per month from upgrading and selling computers out of his dorm room, 18-year-old Michael Dell dropped out of College and founded Dell Computer Corporation. The start-up company was faced to established industry giants like International Business Machines, Compaq and Hewlett Packard. To be competitive, Dell implemented an innovative business model which made the company grow and achieve the status of the one No. 1 PC provider in the U.S. (www.dell.com). Between 1994 and 1998, Dell Corporations revenue increased from \$3.5 billion to \$18.2 billion, its profit from \$149 million to \$1.5 billion and its stock price by 5.600%. This meant a twice as fast growth as Dell's major competitors and a triplications of its market share (Rivkin/Porter 1999, exhibit 11).

This paper deals with the questions how Dell Corporation was able to enter the PC market, managed to get that successful and which actions should be undertaken to improve its position in the future.

After this brief introduction, the PC industry will be analyzed. The third part deals with Dell's business model and the resulting competitive advantage.

Followed by that the reactions of Dell's competitors due to Dell's business models will be discussed and finally some recommendations to ensure and improve Dell's

position in the PC market will be given.

 [Download Case Study: Matching Dell ...pdf](#)

 [Read Online Case Study: Matching Dell ...pdf](#)

# Case Study: Matching Dell

*By Bastian Tinnacher*

## Case Study: Matching Dell By Bastian Tinnacher


Wissenschaftliche Studie aus dem Jahr 2009 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Hochschule Ludwigshafen am Rhein, Sprache: Deutsch, Abstract: In 1984, after generating \$80.000 revenue per month from upgrading and selling computers out of his dorm room, 18-year-old Michael Dell dropped out of College and founded Dell Computer Corporation. The start-up company was faced to established industry giants like International Business Machines, Compaq and Hewlett Packard. To be competitive, Dell implemented an innovative business model which made the company grow and achieve the status of the one No. 1 PC provider in the U.S. (www.dell.com). Between 1994 and 1998, Dell Corporations revenue increased from \$3.5 billion to \$18.2 billion, its profit from \$149 million to \$1.5 billion and its stock price by 5.600%. This meant a twice as fast growth as Dell's major competitors and a triplings of its market share (Rivkin/Porter 1999, exhibit 11).

This paper deals with the questions how Dell Corporation was able to enter the PC market, managed to get that successful and which actions should be undertaken to improve its position in the future.

After this brief introduction, the PC industry will be analyzed. The third part deals with Dell's business model and the resulting competitive advantage. Followed by that the reactions of Dell's competitors due to Dell's business models will be discussed and finally some recommendations to ensure and improve Dell's position in the PC market will be given.

## Case Study: Matching Dell By Bastian Tinnacher Bibliography

- Sales Rank: #3665545 in eBooks
- Published on: 2010-11-02
- Released on: 2010-11-02
- Format: Kindle eBook

 [Download Case Study: Matching Dell ...pdf](#)

 [Read Online Case Study: Matching Dell ...pdf](#)

### Editorial Review

### Users Review

#### From reader reviews:

#### James Brown:

Book is to be different for each grade. Book for children until eventually adult are different content. As you may know that book is very important for all of us. The book Case Study: Matching Dell had been making you to know about other information and of course you can take more information. It is quite advantages for you. The reserve Case Study: Matching Dell is not only giving you much more new information but also to be your friend when you feel bored. You can spend your personal spend time to read your e-book. Try to make relationship with the book Case Study: Matching Dell. You never really feel lose out for everything should you read some books.

#### Kimberly Wood:

Reading a book can be one of a lot of action that everyone in the world likes. Do you like reading book therefore. There are a lot of reasons why people love it. First reading a guide will give you a lot of new info. When you read a book you will get new information since book is one of many ways to share the information or perhaps their idea. Second, examining a book will make an individual more imaginative. When you examining a book especially hype book the author will bring one to imagine the story how the character types do it anything. Third, you may share your knowledge to some others. When you read this Case Study: Matching Dell, you may tells your family, friends and also soon about yours publication. Your knowledge can inspire different ones, make them reading a guide.

#### Anna Rangel:

Are you kind of stressful person, only have 10 or 15 minute in your time to upgrading your mind talent or thinking skill perhaps analytical thinking? Then you are having problem with the book in comparison with can satisfy your short time to read it because all of this time you only find e-book that need more time to be study. Case Study: Matching Dell can be your answer mainly because it can be read by you actually who have those short time problems.

#### Jeremy Turner:

Many people spending their time frame by playing outside together with friends, fun activity having family or just watching TV 24 hours a day. You can have new activity to enjoy your whole day by examining a book. Ugh, do you think reading a book really can hard because you have to bring the book everywhere? It fine you can have the e-book, having everywhere you want in your Smartphone. Like Case Study: Matching Dell which is obtaining the e-book version. So , why not try out this book? Let's observe.

**Download and Read Online Case Study: Matching Dell By Bastian  
Tinnacher #DTI97G6MPYQ**

## **Read Case Study: Matching Dell By Bastian Tinnacher for online ebook**

Case Study: Matching Dell By Bastian Tinnacher Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Case Study: Matching Dell By Bastian Tinnacher books to read online.

### **Online Case Study: Matching Dell By Bastian Tinnacher ebook PDF download**

**Case Study: Matching Dell By Bastian Tinnacher Doc**

**Case Study: Matching Dell By Bastian Tinnacher Mobipocket**

**Case Study: Matching Dell By Bastian Tinnacher EPub**