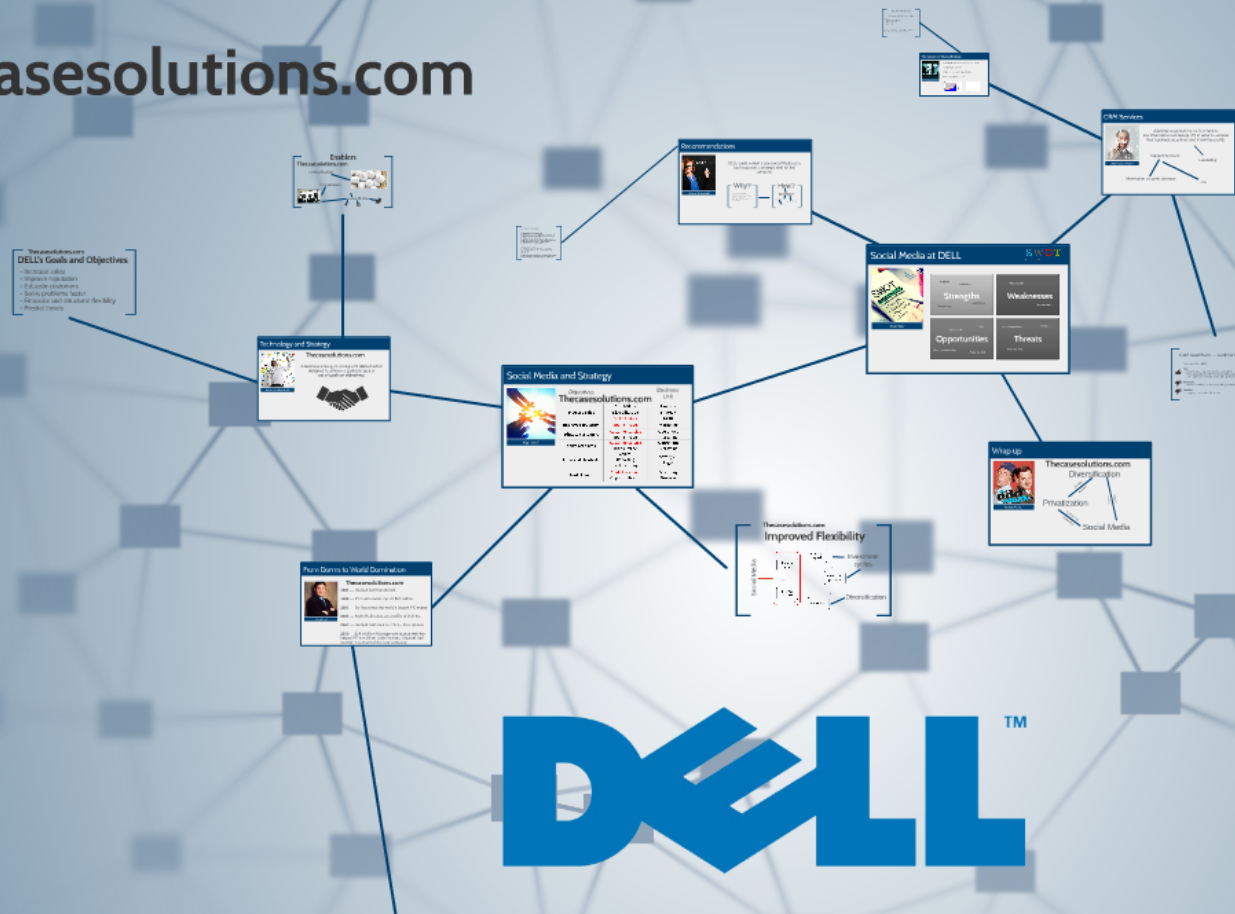
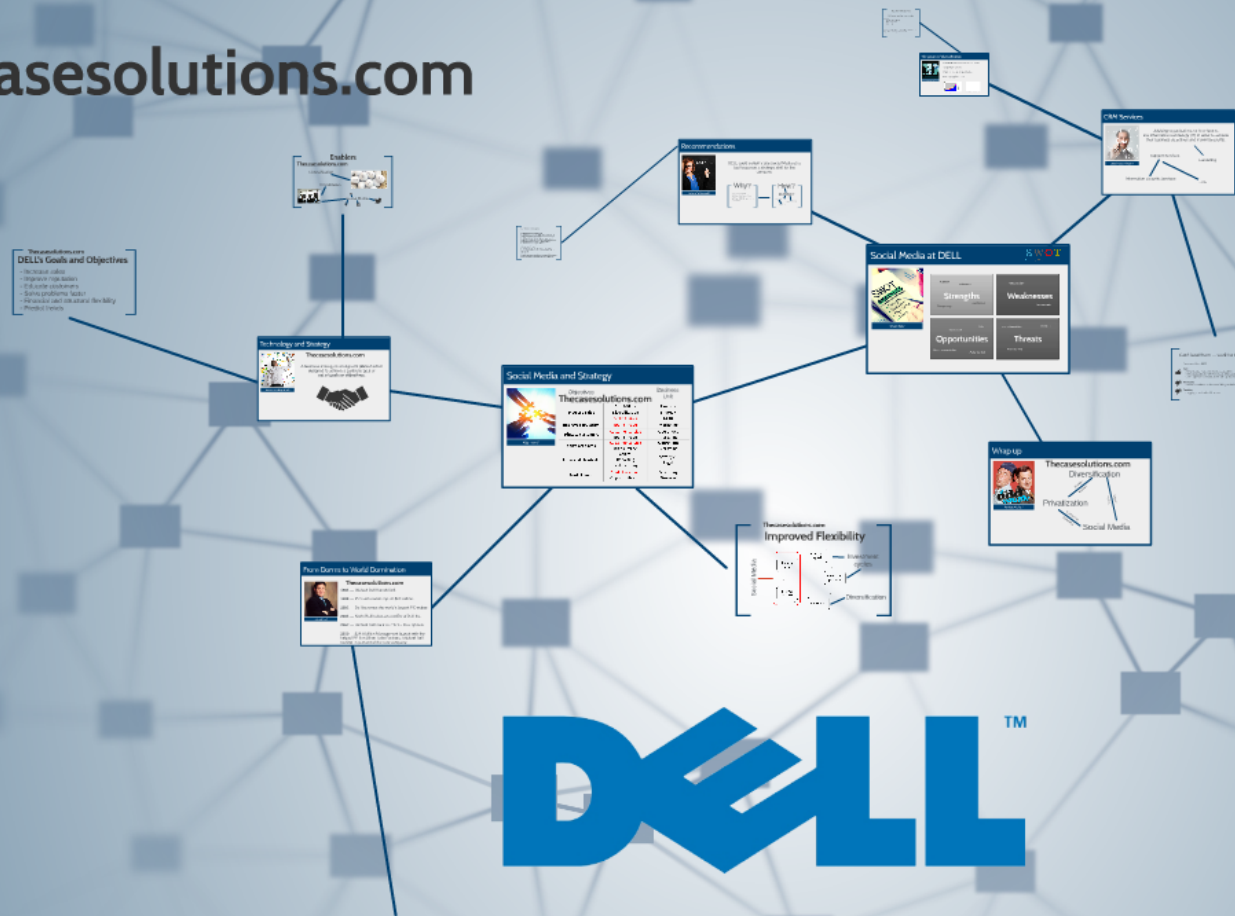


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The Curious Case of Dell (A)

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The Curious Case of Dell (A)

From Dorms to World Domination



Michael Dell

Thecasesolutions.com

1984 — Michael Dell founds Dell.

1988 — IPO and market cap. of \$85 million.

2001 — Dell becomes the world's largest PC-maker.

2004 — Kevin Rollins becomes CEO of Dell Inc.

2007 — Michael Dell back as CEO + First Iphone.

2013 — \$24.9 billion Management buyout with the help of PE firm Silver Lake Partners. Michael Dell owning 75 percent of the new company.

Technology and Strategy



How do they align at Dell ?

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A business strategy is a long term **plan** of action designed to achieve a particular goal or **set of goals or objectives**.



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DELL's Goals and Objectives

- Increase sales
- Improve reputation
- Educate customers
- Solve problems faster
- Financial and structural flexibility
- Predict trends

Enablers

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Diversification



Privatization



in
Social Media



Social Media and Strategy



Alignment ?

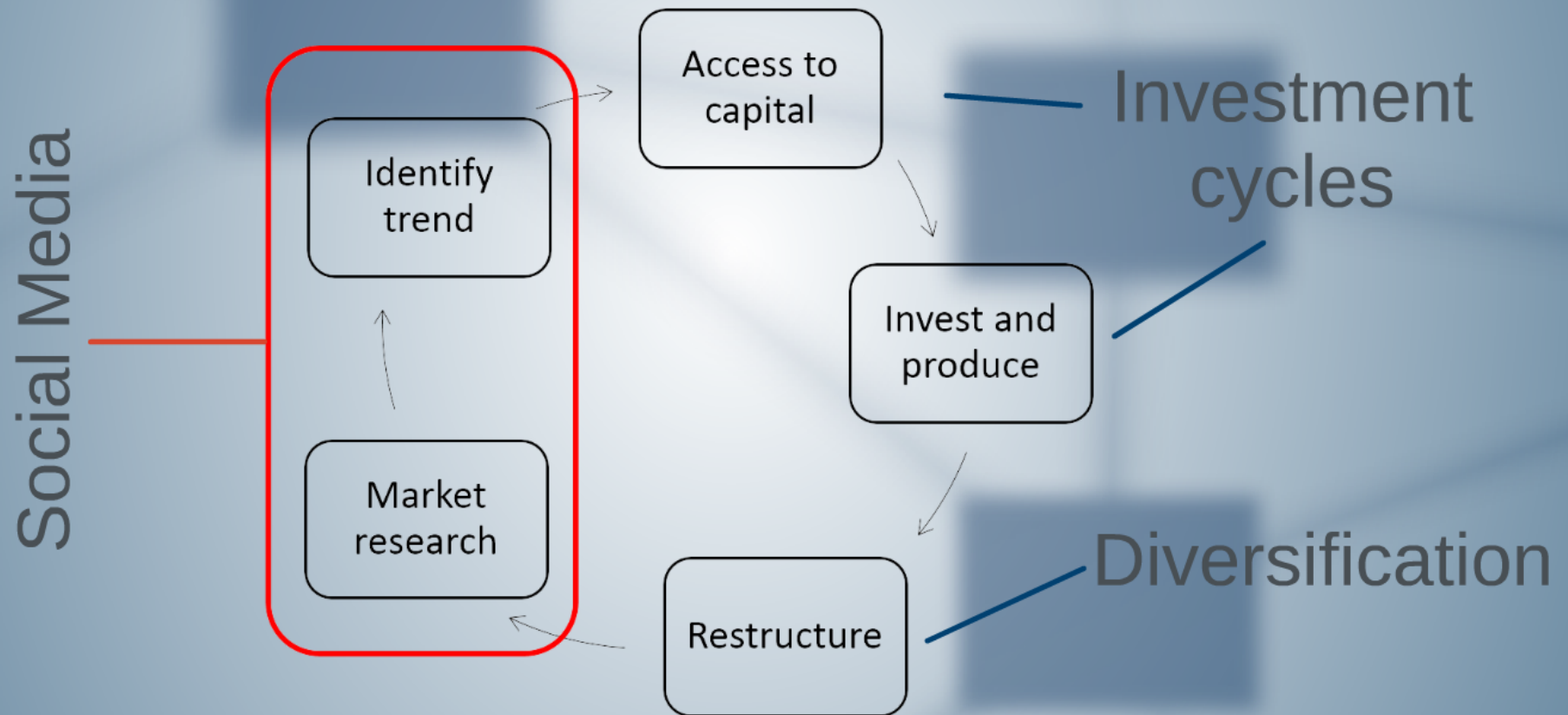
Objectives Thecasesolutions.com

Business
Unit

Increase Sales	Acquisitions Diversification Online leads	Financial Strategic Sales
Improve reputation	Brand image	Marketing
Educate customers	Customer service Brand image	Operations Marketing
Solve problems	Customer service Brand image	Operations Marketing
Improved Flexibility	Capital Reporting Restructuring	Strategic Legal
Predict trend	Market research Opportunity cost	Marketing Financial

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Improved Flexibility



Wrap up



Perfect Misfits ?

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Diversification

Privatization

Social Media

Enabler
Booster

Follow
Inform

Contrasting
Disrupting