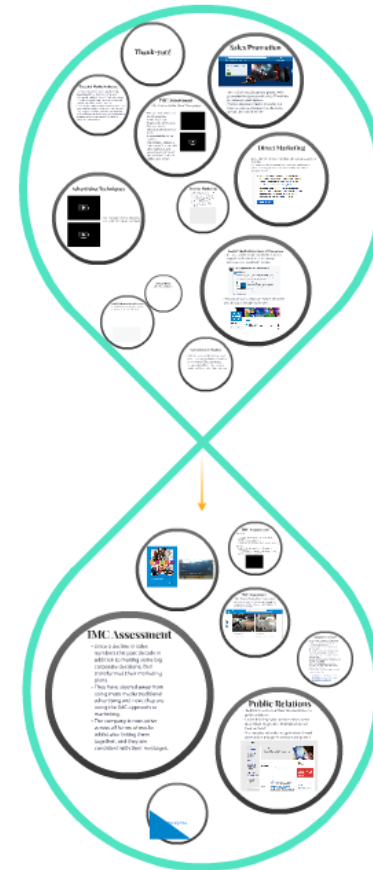


# Dell Computers

Thecasesolutions.com

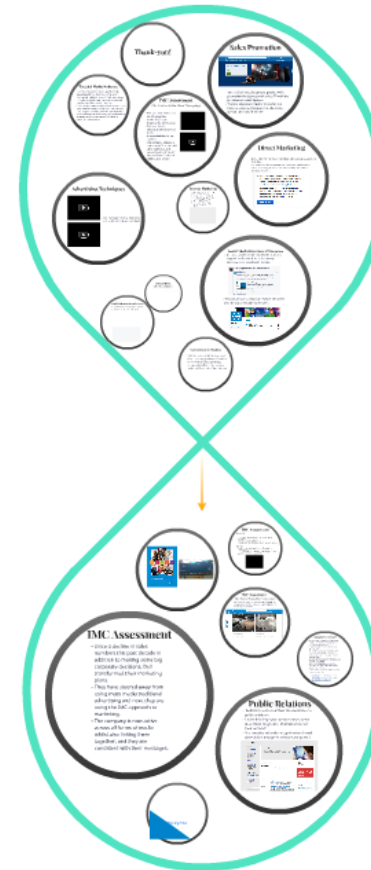
By: *Lindsey Griffin, Rachel Garner, Trevor Gee, Rachel Gholson, & Will Gleeson*

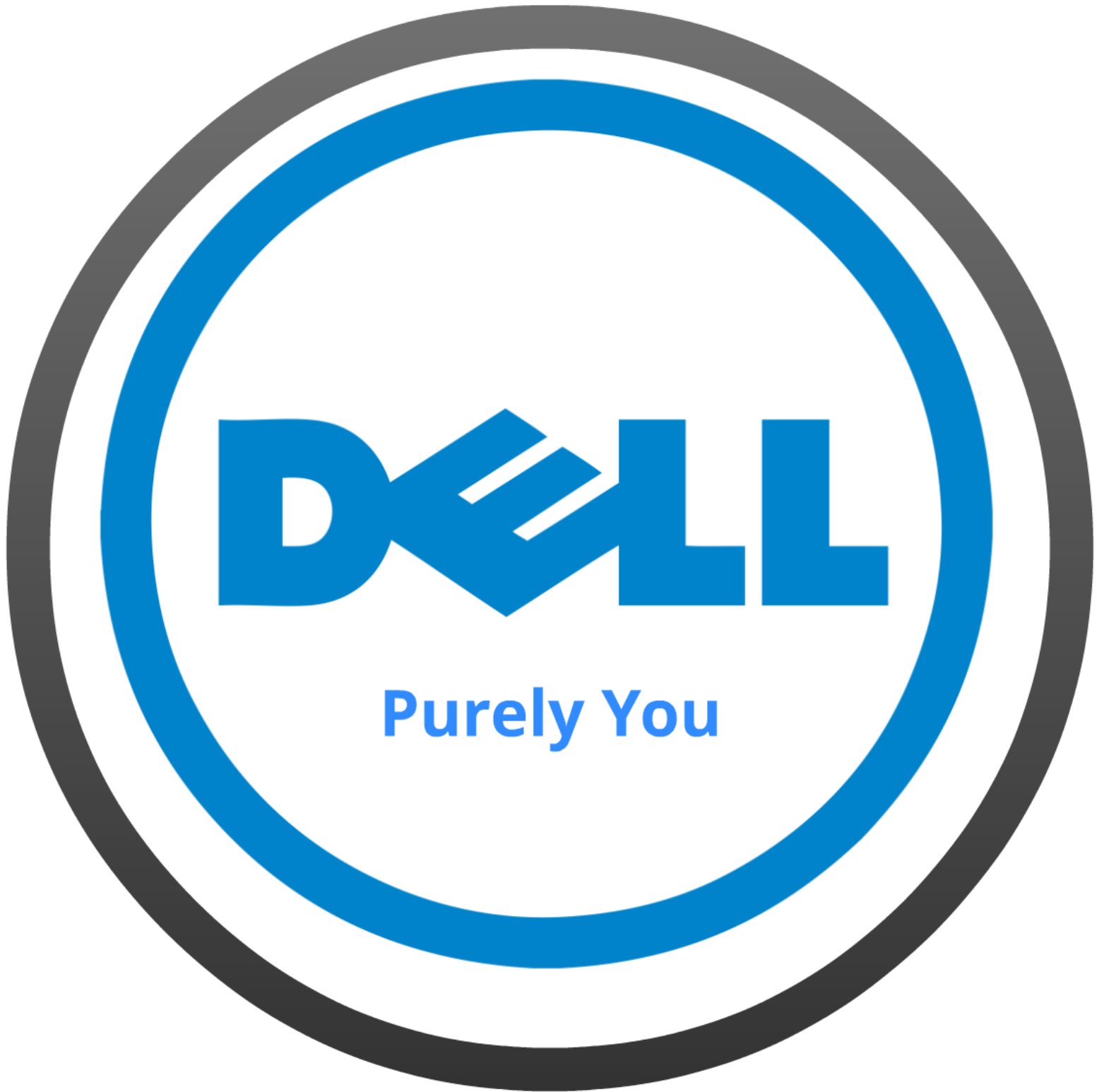


# Dell Computers

Thecasesolutions.com

By: *Lindsey Griffin, Rachel Garner, Trevor Gee, Rachel Gholson, & Will Gleeson*





**DELL**

Purely You

## Company Overview

- Dell Computer Company was founded in 1985 by Michael Dell. The headquarters are in Round Rocks, Texas.
- The slogan that Dell Computers uses is Dell: Purely You.
- Dell produces a variety of products such as laptops, desktops, tablets, gaming software (alienware), networks, printers, and monitors.
- In 2014, the company's brand revenue was \$57.2 billion in sales.
- In terms of advertising revenue, the company spent \$413 million in 2012 and \$281 million in 2013.
- The company decided to switch over to the private sector in 2014.

• <http://www.forbes.com/companies/dell/>

• <http://www.statista.com/statistics/308605/dell-advertising-spending-usa/>