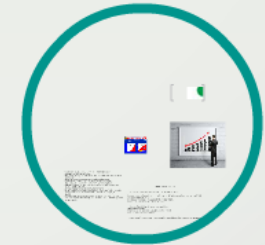
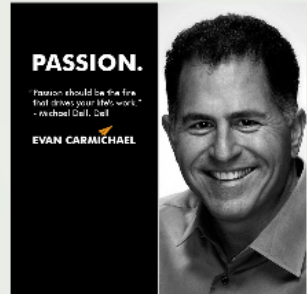
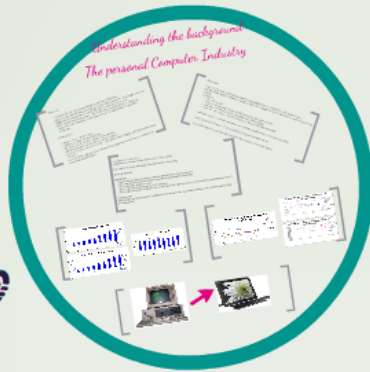
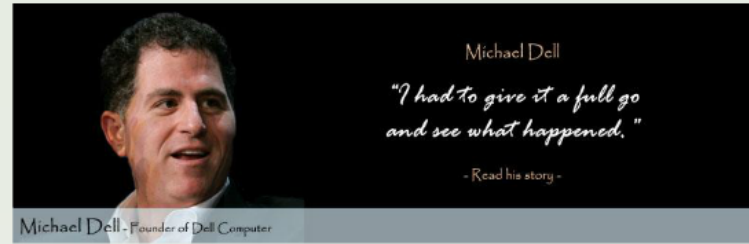


MATCHING DELL



Matching Dell

KEY TAKE AWAYS
Dell's success is due to its focus on customer service and its direct sales model.

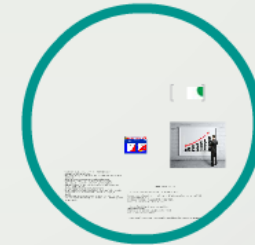
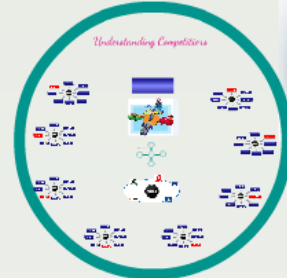
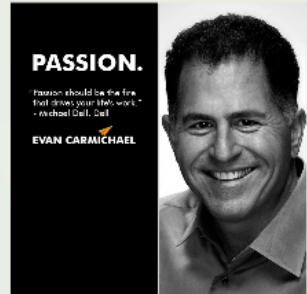
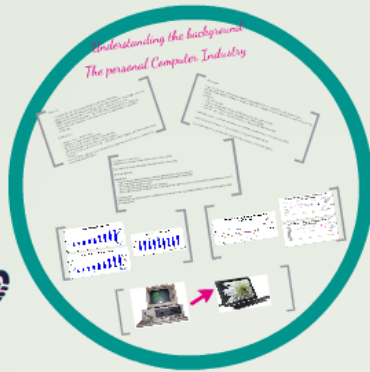
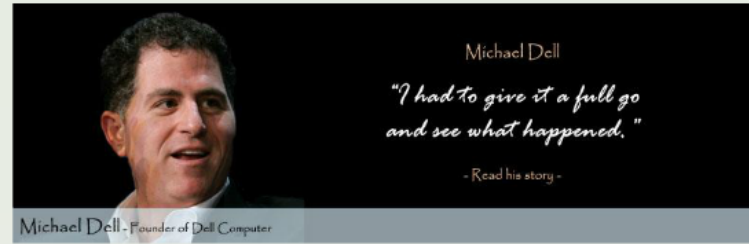
IMB

Presentation on case study by
1. Abhishek Rajpal
2. Abhishek Dubey
3. Anand Mandrak
4. Neeraj Trivedi
5. Rajesh Sharma
6. Swagnid R. Chawhan

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13 PGPW0915

*"Take risks:
If you win, you will be happy;
If you lose, you will be wise."*

MATCHING DELL



Matching Dell

KEY TAKE AWAYS
Dell's success in the PC market is due to its direct sales model, which eliminated the need for intermediaries and allowed Dell to offer lower prices and faster service. This model was a key differentiator in a market dominated by large retailers and OEMs.

IMC

Presentation on case study by
1. Abhishek Rajpal
2. Abhishek Dubey
3. Anand Mandrik
4. Neeraj Trivedi
5. Rajesh Sharma
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13 PGPW0902
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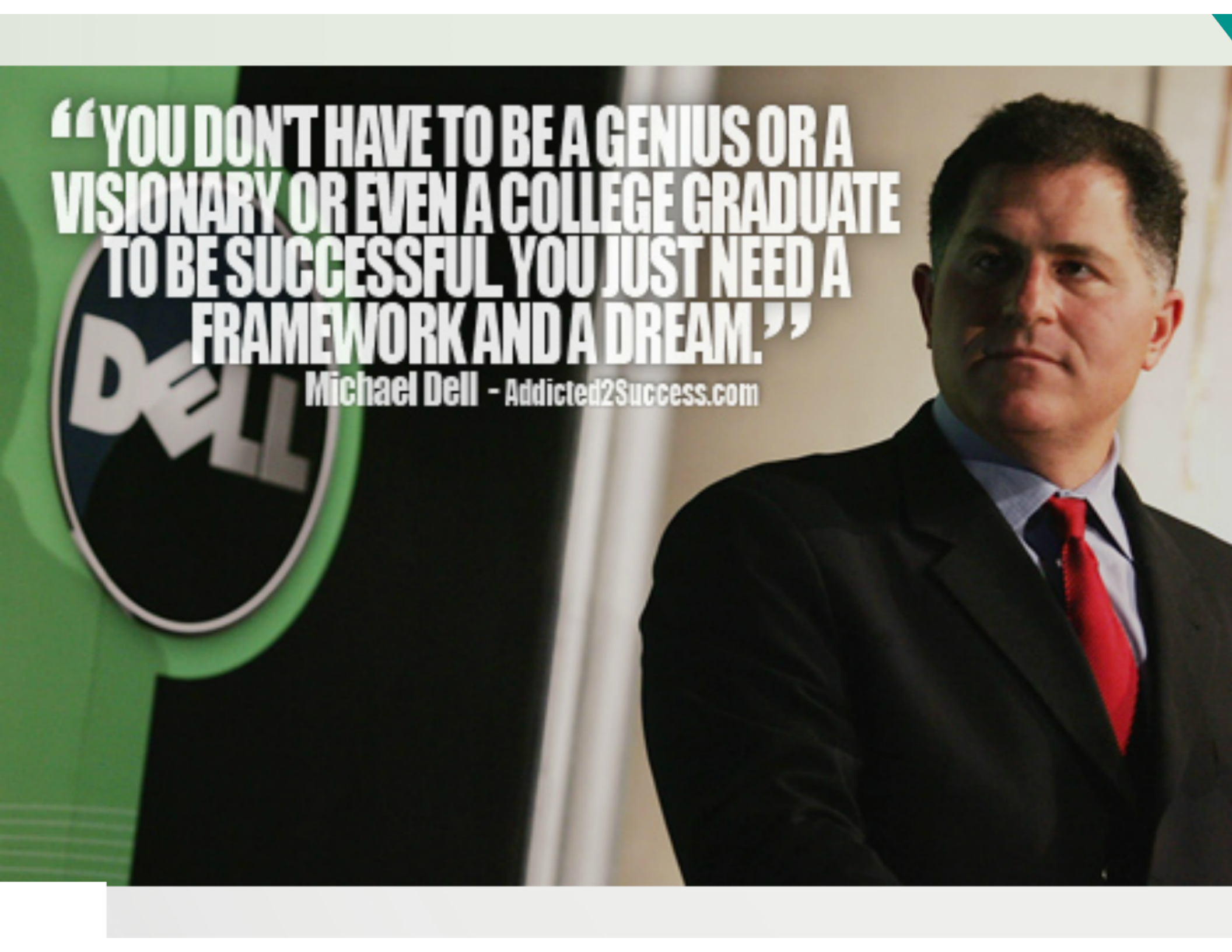


"NINETY-FIVE PERCENT OF WHAT LEADERS LIKE YOU DO IS PURSUE OPERATIONAL EFFECTIVENESS. WHAT ABOUT STRATEGIC POSITIONING?"

Presentation on case study by

- 1. Abhishek Bajpai 13 PGPWE002
- 2. Abhishek Dubey 13 PGPWE 003
- 3. Anand Mandrik 13 PGPWE 007
- 4. Neeraj Trivedi 13 PGPWE 023
- 5. Rajesh Sharma 13 PGPWE 027
- 6. Swapniel R Chavhan 13 PGPWE 035



A photograph of Michael Dell, the founder of Dell, wearing a dark suit, light blue shirt, and red tie. He is looking slightly to the right. In the background, a large green Dell logo is visible on the left side. The image has a white border at the top and bottom.

“YOU DON'T HAVE TO BE A GENIUS OR A VISIONARY OR EVEN A COLLEGE GRADUATE TO BE SUCCESSFUL YOU JUST NEED A FRAMEWORK AND A DREAM.”

Michael Dell - Addicted2Success.com

**“NINETY-FIVE
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