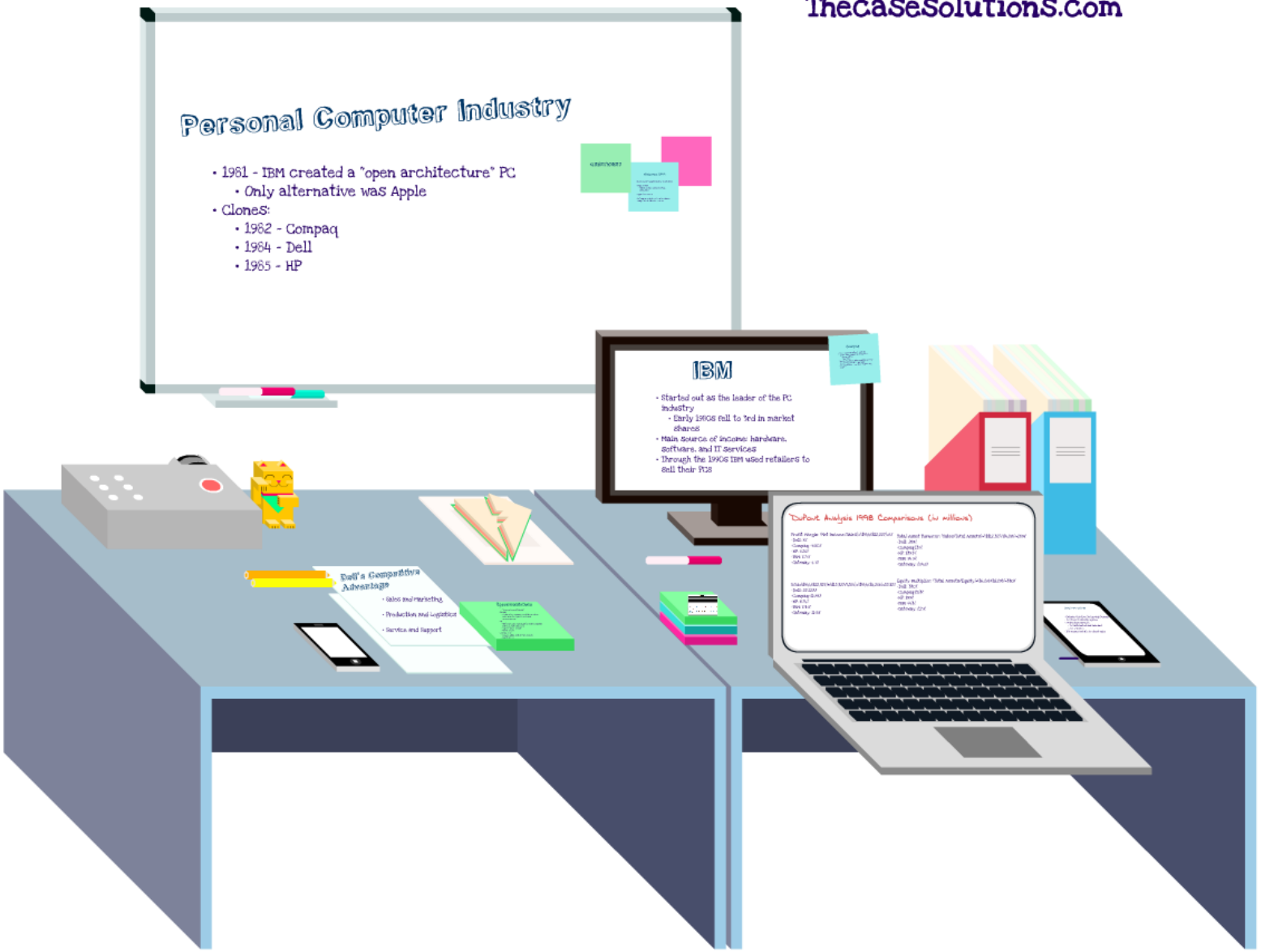
Matching Dell

ThecaseSolutionS.com



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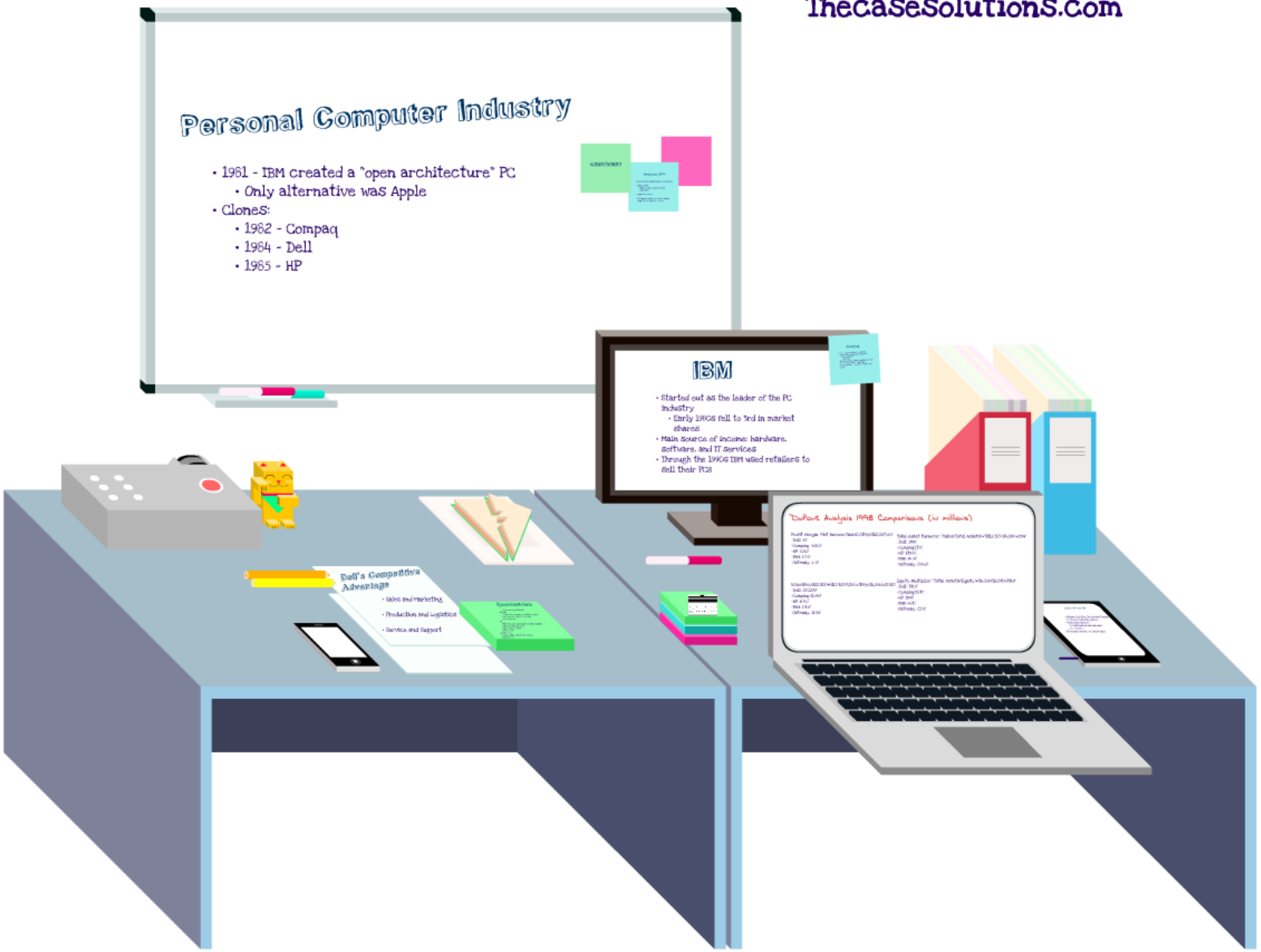
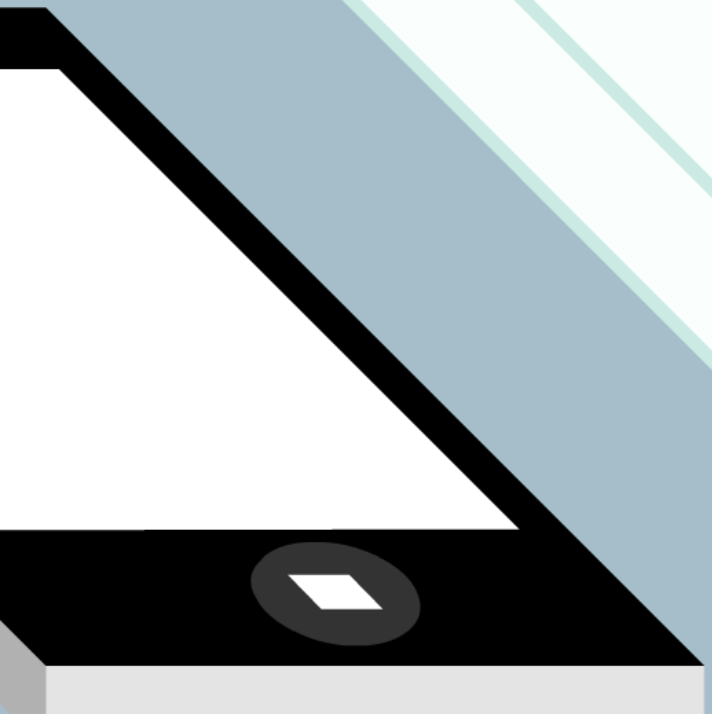


Personal Computer Industry

- 1981 - IBM created a "open architecture" PC
  - Only alternative was Apple
- Clones:
  - 1982 - Compaq
  - 1984 - Dell
  - 1985 - HP

IBM

- Started out as the lea
  industry
  - Early 1980s fell to
    shares

Dell's Competitive Advantage

- Sales and Marketing
- Production and Logistics
- Service and Support