

Revitalizing Dell



Introduction

The “Revitalising Dell” case discusses some issues concerning Dell Inc that was once a captivating figure of the world’s personal computer market but was troubled by numerous challenges related to the changes in the structure of the industry and presence of the strongest competitors.



Key Challenges

Dell faced some challenges during this period; other firms that competed into the market such as HP and Apple had a proper way of integrating innovation with marketing. This strategy also lost its charm for Dell as the consumer trend began shifting more toward retail buying.



Analysis

Due to the declining market performance, Dell started a strategic brand revitalization campaign. The rectorisation of its product portfolio was one of these strategies that was considered important to the success of this business. Dell ventured beyond assembling individual computers, acquiring servers, storage and IT services, with an eye on business market and using cloud computing.



Conclusion

The case solution available at thecasesolutions.com provides a statistical analysis of how Dell stepped up to overcome the challenge of global industry disruption.

Thus, overcoming its challenges through product diversification, shifts in the distribution channel mentality and innovation, Dell was able to do the following.



Resource

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