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strategy. This case describes the evolution of the personal computer industry, Dell's strategy, and efforts by Compaq, IBM, Hewlett-Packard, and Gateway 2000 to capture the benefits of Dell's approach.

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Case, Study, Matching, Dell ...

Case Study: Matching Dell - GRIN

Dell case study (management) 1. •
Started by Michael Dell (19 at that time)
in his dorm room at the University
of Texas in 1984 with \$1000. • Company
headquartered in Round Rock, Texas,
U.S.A. • Its revenue is around US\$ 63.07

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billion in 2012. • In 2001, became the No. 1 computer systems company in the world. •

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The Dell case illustrates how one business model may have inherent advantages under particular market

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conditions, but it also shows the importance of execution in exploiting those advantages.

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competitors think the customer is the dealer.”

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80-90% PCs featuring Intel inside
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management case study by Jan W. Rivkin & Michael E. Porter on Dell Computer Corp. The case focuses on Dell's competitive strategy in the face of changing environmental conditions and increased competition from Compaq, IBM, Hewlett-Packard, Gateway and other competitors.

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