Dell Computer Corporation: Problems And Solutions

Introduction

Dell Computer Corporation was established in 1984 and today ranked among the world's largest computer system companies. The company designs and customizes products and services to end-user requirements and offers an extensive selection and software. Dell computer is one of the most famous computer industry. It has become the global leader in the industry due to its efficient supply chain that retain the flexibility to meet customer requirement. Everyday thousands of dell engineers and product development groups are hard at work. Dell has expanded its operation over recent years. It is a multinational computer technology that develops, sells, repairs and supports computers and related products and services. Their mission is to successfully deliver the best customer experience in markets. Dell also built majority of its computers, workstation and servers.

Dell uses online sales and services as their main way of doing business. Retail stores also contribute to its business process. They increasingly focus on technology, speedy delivery and lowest process to become market leader. They also have innovative marketing by selling it directly to customers over the internet. They do not maintain inventory and also minimizes the cash flow. Customers can order online or purchase in retail store. Dell needs to identify with its image, and stop relying on technology. Increase in technology can cause complications for a company if they are not attended to.

Problems

- Error establishing a connection with Bluetooth

Bluetooth is a wireless technology. It replaces with electronic devices and data can be shared in a short distance. Dell, they have faced a problem while connecting it in a device. This problem depend on the problem of software that is in the device.

- Not enough memory

Dell laptops usually doesn't have enough memory so they run on Microsoft windows system. Problem arises when there is no storage so due to that the system or data runs slow or overload with too much of data.

- Foreign currency risk:

Due to the fluctuation in currency they face problem in earning and cash flows. They even used option and forward contract to hedge foreign currency exposures. Dell's strategy is to hedge all foreign exchange risk because it is considered to be aggressive strategy.

- Financial risk:

Dell faced a financial risk, including foreign currency, interest rate and stock market fluctuations.

- Intellectual risk

Here they had a large number of related foreign patents and patent application pending. Dell was developing a portfolio of patents as a value in negotiating intellectual property rights with others in the industry.

- Marketing risk

Economic business caused customers to delay their investments in computer systems have impacted the company. They had a negative impact on the demand for products and resulted in declining revenues.

Solutions

- Checking hardware functionality: They should check whether it works without the Bluetooth connection or not. If it works then we can connect it directly and function it. If we face problem then need to decrease the distance and disable other connections like Wi-Fi.
- Increase memory: They can increase the memory by increasing the RAM so that it can increase performance of programs and prevent it from having issues. Once the memory has been increased we can collect lots of data and store it for any information that we will need. With the increase in RAM, we can download the data or information as much as we can so that we need not have to face problem later on.
- Closer with marketing communication. There should be face-to-face communication with each other in order to maintain a good relationship with each other. With this they can create strong corporate mission in the company.
- E-mail constantly causes information overload for employees in a company if it is the main source of communication. Informal communication can isolate employees and does not allow them to interact. All this things can be solved through face to face communication by meeting, team activities and outings.
- Dell can work more with marketing communications department and create a stronger corporate mission.
- The marketing communication department coordinates and manages publicity relations to products and deal with activities relating to customers.
- Increase the distribution channels to reach more people and utilize social media more as a marketing tool.

Conclusion

Dell is having a good image in the market. Its communication was effective and the strategies that they have applied are effective as well. Though they had an issue still they manage it well. With increased and improved personal communication they will be able to strengthen relationship as a successful company with a consistent strategy in the environment. The e-business which they have adopted is a very cost efficient method of selling their product. Dell has a good strategy because they focus on a wide range of population. Even though they increase the price, they should increase their new software or functions. So, therefore, in order to meet the customer’s satisfaction, it is important to make a good strategy and make the customer satisfied with it.