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# REVITALIZING DELL

# INTRODUCTION

**Dell computer was a pioneer in PC market but changes in the market environment created numerous problems for Dell technologies. In this case solution it becomes possible to discuss the measures taken in an effort to transform and reclaim competitive advantage of the company in question.**

# BACKGROUND

**Even then, when Dell was at the pinnacle of its fame, it distinguished itself from other computer manufacturers through direct-to-consumer selling, as well as through build-to-order business model. Nevertheless, by the late 2010s, the company faced the problems having lost its market part, more intense competition with other players such as HP and Lenovo, as well as the new focus on the mobility and cloud computing.**

# **STRATEGIC ACQUISITIONS**

**One of them is worth mentioning, it is an acquisition of EMC in 2016 that made Dell significantly stronger particularly in the data storage and cloud computing market. This certainly helped expand the NI portfolio that Dell has but it also ensured a place for Dell in the digital transformation sphere.**

# CONCLUSION

**The Dell company is an excellent example of a strategic renewal issue because the company experienced enormous difficulties after Michael Dell sold it to another company in 1984.**

# RECOMMENDATION

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