

摘 要

戴尔电脑公司于 1984 年由迈克尔·戴尔创立。多年以来，戴尔电脑公司革命性地改变整个行业，使全球的客户包括商业、组织机构和个人消费者都可以使用电脑。本文以戴尔电脑公司为研究对象，运用 SWOT 分析对戴尔电脑公司进行优劣势、机会与威胁分析，得出电脑行业竞争力大，同产品品牌竞争激烈。而后运用市场营销组合理论，从产品、价格、渠道、促销四个方面提出戴尔电脑公司营销策略改进方案。在产品方面要打造产品形象和加强产品设计；在价格方面要提升产品附加值，开展特价产品活动；在渠道方面要加大宣传力度；在促销方面要求线上和线下促销。最后，结合戴尔电脑企业实际，给出了相应的营销对策建议，希望本文的研究能对戴尔电脑今后的发展带来参考。

关键词：戴尔电脑；营销策略；SWOT 分析；对策建议

ABSTRACT

Michael Dell founded Dell Computer Company in 1984. For many years, Dell Computer Company has revolutionized the entire industry, allowing customers worldwide, including businesses, organizations, and individual consumers, to use computers. This article takes Dell Computer Company as the research object, and uses SWOT analysis to analyze its strengths, weaknesses, opportunities, and threats. It is concluded that the computer industry has strong competitiveness and fierce competition with product brands. Then, using the theory of market marketing mix, this paper puts forward the marketing strategy improvement plan of Dell Computer Company from four aspects: product, price, channel and promotion. In terms of products, it is necessary to create a product image and strengthen product design; In terms of price, it is necessary to increase the added value of products and carry out special offer product activities; It's needed to increase publicity efforts in terms of channels; Require both online and offline promotions in terms of promotion. Finally, based on the actual situation of Dell computer companies, corresponding marketing strategies and suggestions are provided, hoping that this study can provide reference for the future development of Dell computers.

Key words : Dell Computer; marketing strategy; SWOT analysis; countermeasures and suggestions

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Chapter One Introduction

This chapter mainly introduces the purpose, method and significance of the research, and clarifies the necessary reform of Dell computer under the current situation. Hope that the research can understand how to achieve the growth of brand value and market share, and provide reference and reference for the future development of other enterprises.

This article aims to analyze the current development status of Dell computers and further study the existing problems through Dell computer marketing strategies. The research in this article provides relevant theoretical analysis for marketing strategies in the computer industry. How to improve Dell's industry marketing strategy is not only the main prerequisite for the company's stable development in the market, but also the key to a reasonable marketing strategy for the enterprise.

With the acceleration of global economic integration and the intensification of market competition in the computer industry, Dell Computer Company, as a large company, must consolidate its existing market share and adopt correct marketing strategies to obtain market share. It's hoped to improve the company's development status by analyzing its marketing strategies. Due to changes in the global market environment, the original development philosophy cannot be integrated into the further development of the company. According to the existing problems, corresponding marketing strategies are proposed to provide reference for improving effective marketing strategies: let more people understand Dell computers, understand Dell's business operation model, core values, and corporate image; According to reasonable marketing activities, it enhanced Dell Computer's competitiveness, expanded the company's business and attracted consumers.

Chapter Two Summary of Relevant Theories

This chapter introduces the main SWOT analysis and 4P marketing theory, so as to analyze the strengths and weaknesses of Dell computer, as well as challenges and threats. In the fierce market competition, it is necessary to use scientific and effective marketing strategies to meet market demand and occupy market share.

2.1 SWOT Analysis

SWOT analysis is conducted through various main internal strengths, weaknesses, external opportunities, threats, etc. Closely related to the research object, and then uses the idea of system analysis to match various factors with each other, and draw a series of corresponding conclusions. Using this method, one can conduct comprehensive, systematic, and accurate research on Dell's scenarios, and formulate corresponding development strategies, plans, and countermeasures based on the research results. This study aims to analyze Dell's marketing strategy through SWOT theoretical research. SWOT theory is a classic marketing analysis model that analyzes a company's strengths, weaknesses, opportunities, and threats, aiming to help companies develop more effective marketing models. Through SWOT analysis, the advantages, disadvantages, opportunities and threats of Dell computers are explored. Dell computers have obvious advantages in product positioning, management, and customer service, providing a good foundation for creating high-quality, cost-effective computer products. But at the same time, Dell computers are also facing fierce market competition, an increasingly complex market environment and other challenges. Therefore, in formulating marketing strategies, Dell Computer needs to combine its own actual situation to promote its own sustainable development. For other enterprises in the computer industry, the research ideas and analysis methods in this article also have certain reference value.

2.2 4P Theory

4P is a marketing theory, which is a marketing mix strategy composed of four letters, starting with 4PS, including product, price, place, and promotion. These four combinations are mutually independent and completely exhaust marketing concepts. The 4P theory originated in the United States in the 1960s and emerged with the introduction of the marketing mix theory. From the perspective of marketing, a product is able to provide to the market that people use and

consumption and meet people's needs, including the shape of products, services, personnel, organization, or a combination of these ideas. The main introduction is that the product focuses on developing functions. Firstly, it must have unique selling points and product functional requirements. Product pricing is based on the company's brand strategy, focusing on the gold content of the brand. Distribution is an indirect customer-oriented enterprise that focuses on dealer cultivation and sales network construction. Price decision is related to the enterprise's profit, cost compensation, and whether it is conducive to product sales, sales promotion and other issues. The connection between enterprises and consumers is achieved through distributors. Promotion is to stimulate consumers based on changes in sales behavior. Promote consumption growth through short-term profitable behavior, increase the consumption rate of other brands and generate early consumption. In terms of channels, Dell Computer uses a variety of channels to promote its products, the means of promotion also uses a variety of forms, so that consumers better understand the products and advantages of Dell computer. Through the analysis of Dell's marketing strategy based on the 4P theory, it can be found that Dell has made continuous progress in product development, improved product quality and competitiveness, and timely adjusted the strategy according to the market demand, so as to occupy the market share and improve consumer awareness.

Chapter Three SWOT Analysis of the Dell Computer

This chapter introduces the SWOT analysis, including the analysis of Dell computer's strengths and weaknesses, as well as the challenges and threats it faced. Hope that research can help Dell Computer enhance its core competitiveness and market development, in order to achieve long-term development goals.

3.1 Competitive Advantages

This part mainly introduces the advantages of Dell Computer Company's high brand reputation, allowing consumers to better understand and trust this brand.

3.1.1 High Brand Awareness and high Company Reputation

This section mainly focuses on the marketing strategy of Dell Computer and discusses the high brand awareness and company reputation of Dell Computer to achieve market share and sales improvement. Based on the analysis of Dell Computer's performance in the market and consumer feedback, it is believed that successful marketing strategies mainly included: high brand awareness. Dell Computer is one of the most famous computer brands in the world, and its high visibility in the market can attract more consumers to buy its products. Secondly, the company has a high reputation. Dell computers have a good reputation for quality and service to meet consumer needs, so the company has a high reputation in the market. Third, continuous innovation. Dell Computer has been continuously innovating its product line, introducing new computers and other electronic products to attract more consumers. This article also provides an understanding of the consumer needs and development of Dell computers in order to better meet the needs of different consumers.

3.1.2 The Advantages of Direct Selling

This section discusses the different marketing strategies used by Dell computers and analyzes the advantages and disadvantages of these strategies. Marketing of Dell is an important way for the company to maintain competitiveness in the highly competitive electronics industry. By reducing intermediate links and production costs, the company was able to provide high-quality computer products at lower prices, thereby gaining consumer recognition and trust. At the same time, in the process of transformation, Dell Computer has adopted various

marketing strategies to adapt to the changes of the times and the needs of the market. Dell's official direct selling is currently Dell's main sales method, and Dell has always adopted an advanced zero inventory production model. Dell's perfect after-sales service also relieves customers of their worries. It is beneficial for Dell to reduce costs. Direct selling reduces intermediate links, making it unnecessary for enterprises to spend too much energy on handling relationships with wholesalers and retailers, and focusing on establishing effective communication bridges with customers. It is beneficial for Dell to communicate with customers. Under the direct sales model, conditions have been created for customers to provide suggestions on product design, packaging, pricing, service, etc. Enable customers' opinions to be fed back to Dell immediately for product improvement, making the product more responsive to consumer needs. The direct sales model makes Dell's computer sales cost lower than other competitors, allowing Dell to fight a price war. Because Dell only produces the products customers need when they need them, Dell also saves a lot of inventory, space, and money.

3.2 Competitive Disadvantages

This part mainly introduces the issue of insufficient coverage of Dell's computer market, hoping that the company can recognize the shortcomings of Dell's development and make improvements.

3.2.1 Single Sales Channel and Insufficient Market Coverage

Through Dell computer marketing, one can understand that Dell computer sales channels have a single, insufficient market coverage, and other issues. Through analysis, Dell computers use a single sales channel, relying only on official websites and a small number of physical stores for sales, resulting in a lack of sales coverage. At the same time, Dell Computer lacks sufficient attention and investment in marketing. With the continuous changes of the times, in the current prosperous period of establishing interconnection with many enterprises, changing online marketing is to focus on the general direction of the mobile internet market. From chain supermarkets, traditional home manufacturing, and even in the busy marketing transformation, this means that these enterprises have the common characteristics of a single customer channel. But the competition in this market is very fierce. New customer development is difficult, the scope of marketing is narrow, and the number of new customer guarantees is reduced. In order to achieve the required quantity, the shortcomings of long cycle development and low efficiency are exposed. The customer source is solidified, and the development scale is inextricably expanded, with limited effects. In addition, with a focus on small profits and fast sales, if the

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