



Analysis of marketing strategies of dell and challenges faced by computer manufacturers

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Introduction-

Computers and laptop are becoming more and more popular in India. There are several issues that are coming in between expansion of business and capturing market share. To analyse all factors and consumer behaviour this case study is done.

Abstract-

This is case analysis to done to analyse steps taken by Dell to acquire good market share and challenges faced by it in order to rank one. This paper lay emphasis on social and other challenges that may come in way.

Problem Statement-

What are promotional strategies adopted by Dell to become to acquire a big market share in India. Laptop are used by various people sharing different purpose and work. Apart from this topography and landscape of India, economic circumstances also plays an important role.

Case analysis :

Motivational stories-

Computers are important of student life starting from project to preparing for job interview. Most of the people uses mid segment laptop for the same. Dell understand market needs and communicates it effectively. It has launched "Yeh he padhai 2.0" under the umbrella of "Back to School", which points out change in education system and importance of technology.

Under imitative of Dell Aaramb it launches Ek behtar kal which targets the audience of emerging small town, which are possibly buying computer for the first time.

Technology and its uses-

Dell never forgets to highlight it as Technology Company (more than a computer manufacturer.)Dell launches advertisement that shows it plans to bring cinematic technology closer to audience blending with festivals season which created high impact on its potential customers. It launches regular podcasts and videos with all tech influencers to stay connected with audience. Also, their marketing campaigns highlight use of high quality card and processor.

Connecting with culture-

People tend to spend more on festive season in India. Dell lays special emphases on it and launches campaign that promotes optimism and compassion. Three digital films in the campaign show how Dell laptops, the Inspiron 16 2-in-1 and XPS 13 Plus, help the characters redefine their celebrations.

The first video, titled 'A Debbie Wala Festival,' tells the story of Debbie, a young girl who wants to wear her favourite football jersey over a saree on Ashtami but her mother is not ready. Debbie's sister creates a one-of-a-kind 'jersey-saree' for Debbie using the Inspiron 16 2-in-1, allowing her to express herself while also pleasing their mother.

'A Raunak Wala Festival' depicts a young boy who is disappointed because he is unable to return home for Diwali, but finds compassion from fellow train passengers while staying connected with his family via his Dell laptop.

'A Diya Wala Festival,' the third film, tells the story of a man who uses his XPS laptop to make emoji-shaped sweets to welcome his future partner's daughter into the family.

Apart from TVC, Dell social media launches graphical ads to connect with potential customers with low budget.

Privilege to other brands-

Well Dell has acquired many companies throughout one of them being ALIENWARE. It added advantage by branding it as premium brand. Majority people still prefer retail stores over e commerce. Dell has many exclusive stores over posch areas and major retail stores.

PESTLE Analysis of Dell :

Pestle analysis of Dell in India is a computer producing American multinational company and it offers customer support, sales, repairing, and many product-related services.

Some of the main competitors are HP, Asus, Lenovo & Acer.

Political factors impacting Dell

Government Regulations

- India is ranked ___ on ease of doing business. Moreover policies are bit more complex for manufacturing companies and that makes company set up their plant in china due to easy availability of spare parts and all. Due to this, Laptop price is more in India. Recently our rank is improved and companies are trying to make semiconductor price down.
- Political Conflict
- The political conflict among neighbouring countries could directly impact computer sales. Recently we have seen how sanction are imposed and it affect supply chain and business.
- Political System
- Different states have different rules and regulation. It may lead to change in pricing in different cities.

Economical factors impacting Dell

- Economic Recession due to layoffs and post-covid effects has reduce the sales
- Taxation-India has very high GST and lot of other taxes are also added like import tax and others. Which leads people to purchase from other countries.
- Acquisitions StatSoft, AppAssure Software, and Alienware are some of the acquisitions of Dell. It has helped the company to make a premium image.

Social factors impacting Dell

- Laptop Usage - In the beginning, laptop usage was limited to corporate work. Post LPG reforms IT industry has boom in India which has led to increase in usage computer for domestic purpose like watching movies etc. Small shops have started using laptop for billing and other purposes. Online education has boost demand of computers
- Gaming Laptop & student market - The trend of online gaming and e-sports has increased a lot among school and college in recent years. Dell also offers gaming laptops for gamers. Dell is running strategy and running campaign to attract more students.

Legal factors impacting Dell

- Complex laws for land acquisition laws for MNCs have attracted less manufacturing companies which makes India a importing country that results into high laptop cost. Also, tax policy is different in different states, company should make decision accordingly.

Environmental factors affecting Dell

- E-waste is big issue, government and environment protection body may ask to reduce waste and carbon footprint. But as computers has become necessity, and also renewable materials are growing, alternate material will be available so

Dell SWOT Analysis:

The following swot Analysis of Dell is below-

Strengths:

- Comparing to other computer brands of same segment DELL has exclusive stores and majority customers prefer retail stores over e-commerce.
- It offers wide range of products from small laptops, to all in one to premium laptops.
- India is developing economy, it will increase demand of computers in workforce and education. Government launches schemes which helps to buy laptop in affordable rates to students.

Weaknesses:

- Well all laptops of same segment carries same graphics card of NVIDIA and AMD. Moreover processor are also same that of Intel. Low segment's laptop doesn't provide something unique.
- India economy is still dependent on agriculture and unorganised, which leads to low purchasing power parity. Majority people in India leave in rural areas and tier3 cities which makes them difficult you purchase laptop.

Opportunities:

- Due to automation and LPG reforms demands of computer tends to increase in various sectors like supermarket, bank, etc.
- E-Sport & gaming industry is growing which may give privilege to dell because of its strong presence in gaming sector with brand like ALIENWARE

Threats:

- Though dell has good brand image and computer market sets to grow in India there are few threats to look. One of the biggest challenges is to counter HP, Acer, Asus and other competitors who are offering more or less same product.
- E-commerce market is growing which may affect retail and exclusive store strategy of dell.
- Growing per capita income in India may leads to people choosing premium brands like Apple.

Conclusion:

Economic, political and other things seems to be going in favour of computer market for long run in India. Dell advertisement has positive impact and has good brand image. To make increase in market share, company needs to target small towns and villages from where future potential buyer may come. E-commerce market is growing and company need to consider this and increase attention there.

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