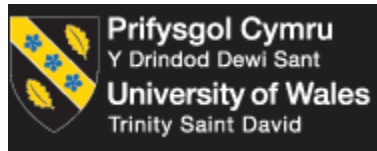


University of Wales Trinity Saint David



INNOVATIVE MARKETING STRATEGY FOR DELL

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1 INTRODUCTION

The marketing sector one of the most important factors that are used in the industry, because this sector only provides idea or strategies to promote the product, if the brand name and the product are liked by the public, then the product name will easily spread to everyone and the promotion strategy are used to promote the new launch of product to the public and additional boost to existing product, as we are talking about the marketing strategy, there are some methods used to analyze the marketing strategy and this paper tell about using the marketing analyses tool to improve the performance of marketing in dell company, and advantage and disadvantages of the market analyzing tool, the method or market analyzing tool are PESTLE analysis, PORTERS five forces, SWOT analysis, Segmentation, targeting, position, marketing mix to find out ways to improve the marketing and performance of the company.

2 PESTEL ANALYSIS

It uses external factor to analyze and how are they related to organization, in which it helps to improve the brand name,

P- politics

E- economy

S- sociological

T- technological

L- legal and

E- environmental

2.1 Literature review

Bio-fuel is the option for the upcoming generation, because the impact in environment is low when compared to the fuel derived from the fossil fuel, they are PESTLE analysis for the industry to get overall structure for external factor, because it is very easy to analyze, the pestle analysis is used in marketing strategy for promotion but pestle is conducted for the external factor so it can used to analyze the al the external factor (S, et al., 2019)

Now a days the climate change is occurring easily because of the increased greenhouse gases, it makes the industry to take many measures to reduce the emissions of the greenhouse gases, they have used PESTLE analysis to survey the external factor which will be helpful to reduce emissions of gases and increase the usage of the energy consumption (A & K., 2019)

2.2 PESTEL ANALYSIS OF DELL

In this topic, this method is used to analyze about DELL organization

2.2.1 POLITICAL

Simply means current ruling parties of nation where they are top to decide and implement the methods in order to develop their nation, for dell, it is multinational company in order to launch the product to other nation they need a permission to sales the product and follow some regulation that designed by their political leader and they will undergo some test weather this product is safe to use like they will consider many things.

2.2.2 ECONOMIC

It determines the value of the nation or in other words economic growth index called GDP, which determines the growth rate of corporation in that specific country and economy depends upon some factors like taxation, employment, wages, Interest Rate, Exchange Rate, Inflation, Demand Supply, Law and Policies. The organization growth is dependent up these factors so that they receive money from banks and stake holders which will used for the organization growth

2.2.3 SOCIAL

It's an interaction between persons, in terms of organization, interaction between brand name and public, in the case of dell, it's a well-known brand name, it has good bond between the public

2.2.4 TECHNOLOGICAL

It means advancement of the product which helps to consumer too easy to use and solve the problem , as of the computer, first it is invented for the calculation but now it is advanced to another level where it used solve problems and learning a new things, in the present generation are expecting more from the product like speed, long life, light weight, attractive, and etc. for dell, it has good performance and good design

2.2.5 LEGAL

The product should be legal to use in all the nation because there are some national issues involved with these issues, some may like, they might not follow the rules are the product has a deficient performance. As for dell they are following their protocols strictly and their product an access any were

2.2.6 ENVIRONMENTAL

The product should be eco-friendly, now a days the global warming is increasing which cause unpredicted climate changes for that kind of issues they are following some rules, for dell the plastic used may be recyclable but some of the component cannot be recyclable which cause increase in e-waste which harmful to environment and affects soil fertility and groundwater.

2.3 Suggestions and finding for dell using PESTLE:

They are good at political, economic, social, technological, and legal but in environmental it is somewhat poor because the accumulation of e-waste can harmful to the environment, they need to develop and improve in this area, finally by using the PESTLE analysis for DELL and found that overall result is good but they need adopt some changes in the upcoming feature.

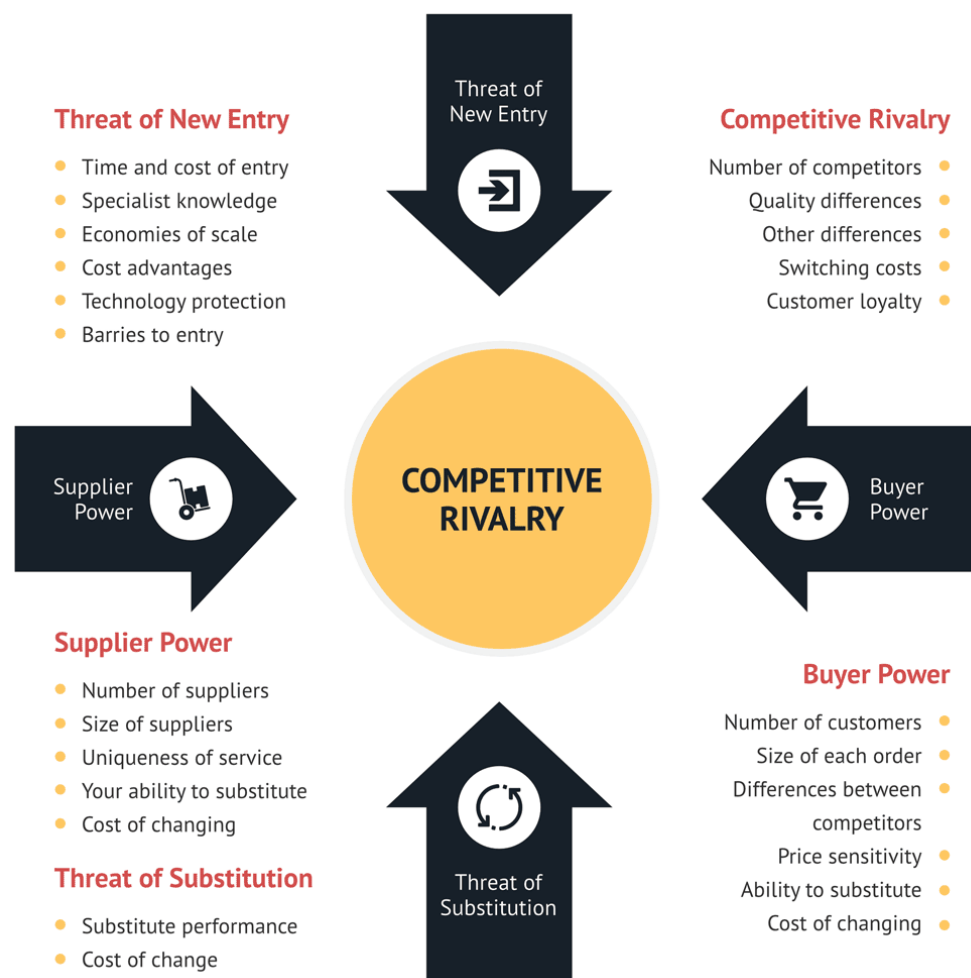
3 PORTER'S FIVE FORCES

It is used to improve the organization strategies by comparing and analyzing the other organization in order to compete in the trade market.

3.1 Literature review

This model is to analyze the internal factors of the industry to encounter the opportunities and threats to find new method to increase the marketing or competitive strategy where the firms can be competitive with other company. (Bruijl, 2018)

India is facing severe energy-related problems like deficiency of fossil fuel resources, greenhouse gas emissions, and an increase in power demand and supply gap due to overpopulation. For this they are adoption to renewable energy resource, they are using porters five model analyze the situation, then got idea of using hybrid research methodology in wind power.



3.2 RIVARLY.

Competitive is high, because in pc sector there are only a few competitors in the market, dell is one of the best brands, it places in top three brand, the major competitor are apple, HP, assus,

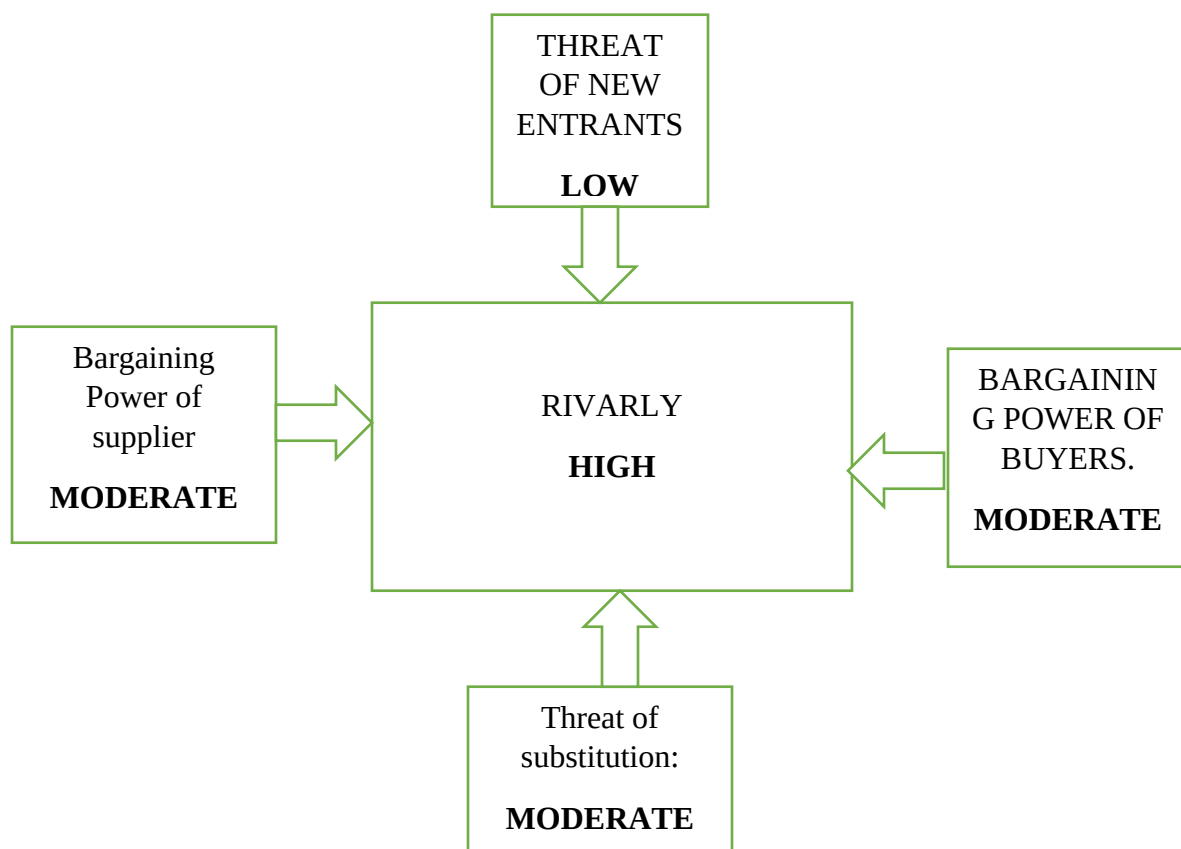
lenova,acer,etc. all the brands are having good brand name and as well as performance, and style and price also moderate except apple , when comparing to the apple uses own operating software and data protection is very high and separate processor, other than that all are same

3.3 THREAT OF NEW ENTRANTS

Threat of new entry is exceptionally low, the dell one of world's largest seller personal computer so they must consider existing threat, and how to increase the performance, cost, etc., for the past years their growth is increased and now they are maintaining the position in the trade market.

3.4 BARGAINING POWER OF BUYERS.

The threat level is moderate, the customer for dell is mostly group of organization like institution, Dell provides excellent customer service, and these factors together reduce the bargaining power of buyers. As the product performance is good and cost of the price is considerable the consumer buys this brand



3.5 Bargaining Power of supplier

Barraging power of supplier is moderate, the dell has more no suppliers in some countries, where they export and import the separately and assemble the product to nearest suppliers, it produces a greater number of personal computers. It manufactures only the demanded product and new laptops; they don't manufacture the old model and their components.

3.6 Threat of substitution:

Level of threat substitution is moderate, because for the past two years the mobile phone production is increased and they function is mostly same as laptop, the students, organization, or any professional uses the laptop for education, design, gaming, and for entertainment. Now all these features are available in the smart phone, the smart phone is handy can take to every were and mostly price of the phone very less compared to the computer, so most of the people are attracted toward the mobile, laptops are also still in use.

4 SWOT ANALYSIS:

It used to analyze the internal factor and to improve the organization performance, SWOT stands for strength, weakness, opportunities, and threats

4.1 Literature review

The SWOT analysis is used analyze the quality management in an education sector, according to some of weakness will be solved(budget) and others can't(rules)and some threats can be avoided and others can be resolved it is acting as the bridge between methodological challenges and the implementation of systematic quality management (Leiber, et al., 2018)

Due to the population growth and industrial development , Iran facing some environmental issues for that they used SWARA and SWOT analysis, SWARA is used to find the solution for the environmental factor and SWOT analysis is used to identify the threat level in each factor (Almutairi, et al., 2022)

4.2 SWOT analysis for dell

Strength	Weakness
• Good brand name, this brand is available at global • Advancement in technology, they are adopting to advanced technology to increase the performance of the company • Product price, they are manufacturing product at fair price • Efficient product • Design of the product • Customer service	• Poor battery • Environmental impact which leads to global warming, and accumulation of e-waste is hazardous to health • Spare parts for the product are not available
Opportunities	Threat
• Artificial intelligence	• Smartphone

• Robotics • Internet of things • Information technology • PLC manufacturing	• Other competitors • Tax • Legal issues • Chance of reducing the usage of laptops and personal computer
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4.3 ADVANTAGE AND DIADVANTAGE OF SWOT ANALYSIS

Advantage	disadvantage
• It can be used to analyze problems within the sector • The cost for analysis is low • Easy to analyze and collect data	• It can't be used for R&D • Solution will be short term • It cannot used to decision making • More amount of data collection will lead to Wrong direction • It can be used for within the organization

5 STP (SEGMENTATION, TARGETING, POSITIONING)

STP is a three step marketing method , it is used to analyze the customer mind, and manufacturing the product according to the customer needs and targeting the market and implementing the process mostly the in segmentation it cover place, area, age and in targeting - focusing on target market to analyze the need of consumers and in positioning – product and brand ranking

Literature review:

In Businesses, they can't satisfy all of the customers, every time. It is hard to meet the exact requirements of each individual customer, all People does not have same preferences, but the product is designed to satisfy majority of things, many companies usually adopt a strategy that is known as target marketing. A target marketing method is implemented on the customers' needs and wants and they may use marketing mix and promotional tactics to suit the requirements of individual consumers (Camilleri, 2017)

The author talked about banking sector, in some place they have started the bank by collecting data from primary and secondary resource, in order to have customer towards their brand they used segmentation, targeting, positioning to promote their brand name. (rosdiyah rosdiah, 2020)

5.1 Segmentation:

segmentation allows the organization to learn about their customers. They gain a better understanding of customer's needs, and it consists of four areas namely Demographic, psychographic, behavioral, and geographic segmentation

5.2 Demographic segmentation

by considering age, gender, income, ethnicity, family size, according to that marketing strategies are planned and implemented

5.3 Psychographic segmentation

By knowing about customers taught the marketing strategies are implemented to improve marketing strategy.

5.4 Behavioral segmentation

Each one will different behavior, by analyzing that behavior the marketing strategies are implemented

5.5 geographic segmentation

it will consider the location, which location is better marketing and attract more people.

5.6 segmentation for dell

Demographic segmentation • Uses several types of color and size and compactness • Age based offers like school student, college student, professional. • Introducing family package bundle which consists of laptops, personal computers and printers and additional accessories • Introducing budget laptops according to income of the consumer	Psychographic segmentation • Attracting the customer with psychological facts • For example. • The price of the laptop should be compared with others brand. • Customized laptops at low cost
Behavioral segmentation • The product must satisfy the customer satisfaction	geographic segmentation • choosing place for sale will promote marketing strategy • example: near college, malls, schools, bus stops

6 TARGETING:

Targeting a specific group, and implementing the method to attract the people and the product should satisfies the people

6.1 Targeting for dell

The dell products are targeted toward students and professional jobs and organizations in society because laptops and personal computers are mostly used by students and professional jobs and institutions.

7 POSITION MARKETING.

It gives the information about product rank and benefits of product in the current market

Dell uses the user and benefit-based positioning, in the user and benefits used to know about the performance of the product, after the purchasing of the product, the product must deliver the satisfaction expected by the customer

8 MARKETING MIX STRATEGY:

It is defined as the set of methods that is used to promote the brand name and product. It consists of four p's namely Price, Product, Promotion, and Place.

8.1 Literature review.

in Makassar City, during the purchase of mobile phones they considered the marketing mix factors (like price, product, place, promotion) and that had positive impact buying of the mobile phones. (A & A.H.P.K., 2020)

The author attempted to relate the brand equity's and marketing mix strategy, the awareness, perceived quality, and brand loyalty are used to promote the brand name and in marketing mix it is also used to promote product, the both of them are having co-relation between them. (Niazi, et al., 2021)

8.2 Marketing mix strategy for dell

8.2.1 Price:

The price product is fair when compared to other products like apple, Assus, HP, etc.,

The price of the product will determine the number of customers, as all the customers are looking for fair price with high performance and advanced technology

8.2.2 Product.

The product must be attracting the customer for that, dell is producing the design simple and unique

8.2.3 Promotion:

Promotion is a method to increase the sales and brand name, dell uses business to business promotion strategy for their promotion of product because their major client will be private sector and public sector

8.2.4 Place

The dell has shown rooms which are available all over the world, consumer can buy the

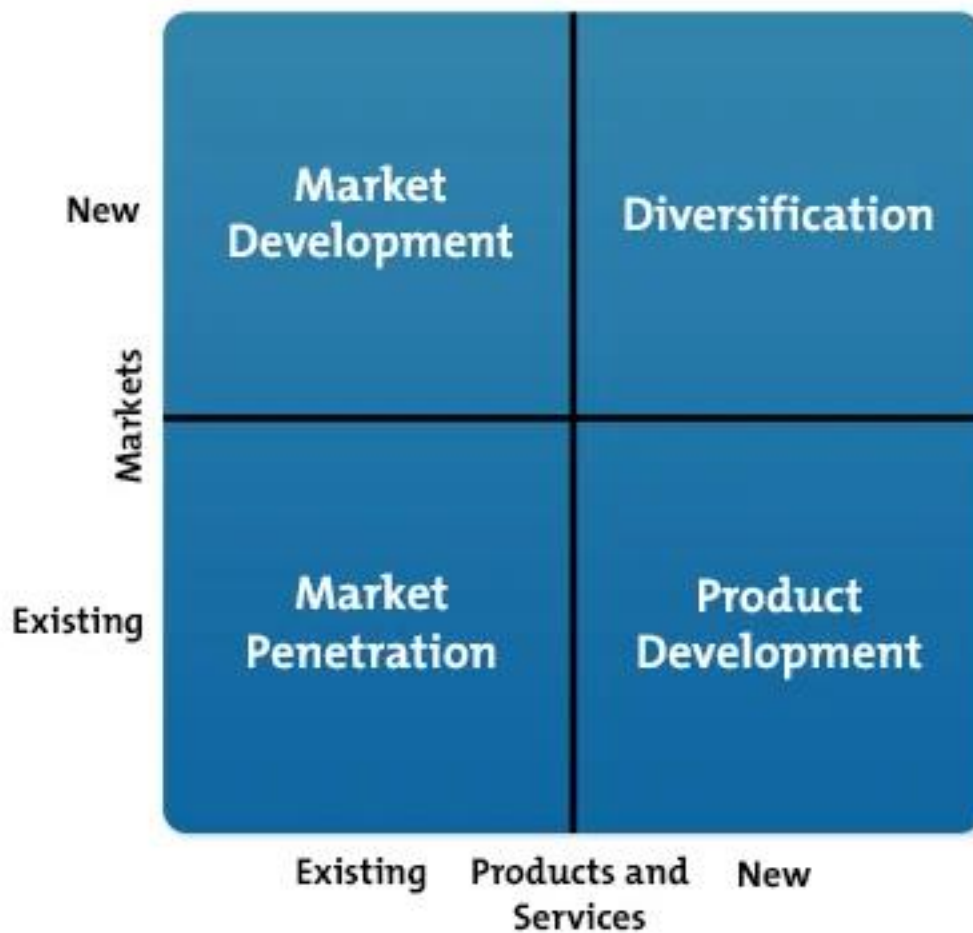
Pc or laptops at showrooms or they can purchase from online if there is no show room near the consumer.

9 RECOMMENDATIONS

From the analysis of the information, the PESTLE, Porter's five forces, SWOT analysis, Marketing mix strategy are used to analyze the internal and external factor to improve the marketing strategy, if the firm is looking for the new product development and marketing, they can consider the Ansoff matrix

9.1 Ansoff matrix

Ansoff matrix is used to determine the new method to improve product and it gives idea about the development of new product and penetration of market



For dell, this model will be more helpful to penetrate the market and they develop new product like, or they can have partnership wit other companies to develop new product in the market

10 CONCLUSION:

This paper aims to revel the marketing analysis method to improve promotion and analyze the internal and external factors in order to develop product , the pestle used for external factor and

swot used to analyze internal factor and STP is used to promotion of product and marketing mix also used for the promotion of the product, the result is found that all the method are having some co-relation but different factors, there are some advantages and disadvantages in the analysis further more research is needed to develop the model and analysis method which comprises of the all the method that would be great in the upcoming generation.

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