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## DELL SWOT & PESTLE ANALYSIS

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**Company Name :** Dell

**Company Sector :** Information Technology

**Operating Geography :** United States, North America, Global

**About the Company :**

Dell Technologies Inc. is one of the largest information technology (IT) companies of the world. It has a wide range of offerings which including desktop personal computers (PCs), servers, networking products, storage, mobility products, HD televisions, computer accessories, cameras, printers, network switches, software and security. It also provides a spectrum of services like consulting and product-related support services. It is named after the name of its founder Michael Dell. It is currently the world's third largest PC seller after Lenovo and HP. In 2016, Dell Inc. and Dell EMC were merged and both became subsidiaries of Dell Technologies. Dell is headquartered in Round Rock, Texas and has an employee strength of more than 165,000. Dell Technologies announced several new offerings and partnerships for 2022, including a new cybersecurity Apex-as-a-Service offering and collaborations with major cloud providers like Amazon Web Services, Microsoft Azure, and Snowflake.

The USP of Dell Technologies is that it is ranked as 4th position in the technology Fortune 500 companies. Dell's mission statement is, "To be the most successful computer company in the world at delivering the best customer experience in markets we serve."

**Revenue :**

US\$ 94,224 million – FY ended January 29, 2021

US\$ 92,154 million – FY ended January 31, 2020

**SWOT Analysis :**

The SWOT Analysis for Dell is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Established market presence in key technology areas</li> <li>2.Broad portfolio of products and services</li> <li>3.Presence across diversified end markets and geographies</li> <li>4.Leading player in mainstream server market</li> <li>5.Wide range of integrated solution</li> </ul>	<ul style="list-style-type: none"> <li>1.Weak customer market in mainstream and budget laptops segments</li> <li>2.High leverage may impact the company during slowdown</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strong growth in big data market</li> <li>2.Poised to benefit from the strong IoT market</li> <li>3.Positive outlook for cloud computing market</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition could dent market share</li> <li>2.Declining PC market globally</li> <li>3.Impacts of trade protection measures and tariffs</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Dell is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Donations to trade associations designated for corporate lobbying</li> <li>2. Trade policies under Trump Administration</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Currency Exchange Rate affecting the Business performance</li> <li>2. Conflict with distributors over product price rise</li> <li>3. Impact of Covid-19 on revenue and profitability</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Changes in consumer buying behaviour</li> <li>2. Consumer attitude towards green or ecological products</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Increase in demand for touch screen displays</li> <li>2. R&amp;D investments in emerging technology areas</li> <li>3. Collaborations with telecoms in cloud services</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Change in tax laws and regulations</li> <li>2. Focus on improved governance by protecting customer and Dell Technologies data</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Incorporating sustainability into the value chain to address climate change</li> </ol>

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