



Key factors of successful e-commerce - what HP can learn from Dell

By Juliane Kuballa

GRIN Verlag Nov 2007, 2007. Taschenbuch. Book Condition: Neu. 210x147x25 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 58, Northumbria University, 22 entries in the bibliography, language: English, abstract: Today Dell is a market leader that constantly gains competitive advantage with its effective e-commerce strategies. The following report was prepared for the Chief Executive Officer of HP in order to demonstrate the opportunities his company could realize by changing its traditional distribution system and starting to make use of e-commerce as a main distribution channel and to efficiently manage the supply chain through the internet. Advanced e-commerce strategies hold many benefits. Dell was able to benefit from opportunities as they consequently considered some key factors of successful e-commerce: - A continuous information flow enabled them to improve the relationship between all participants of the supply chain. As a result the company could reduce its inventory costs and deliver customers products and services they require. - Dell further recognized the importance of a premium customer service as a key element for success. The selling of products directly...



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