

Date: February 27, 2003

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Class: Marketing

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Due Date: March 13, 2003

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Subject: Paper 2: SWOT Analysis

This is an individual assignment. You may not collaborate others while writing your paper. You are however encouraged to discuss the case, what is going on at Dell, the industry etc., as you refine your thinking, just do the final work yourself and write your paper alone.

Learning Objectives:

- Build skills required to conduct a SWOT (Strengths, Weakness, Threats and Opportunities) analysis.
- Build skills required to identify, analyze, and apply trends in marketing.

Description:

You are a product marketing manager at Dell and you have just been assigned to lead a new product development effort. The product you are asked to develop is the first laptop in a next generation laptop platform that must carry Dell's laptop business from 2004-2007. Ultimately, laptops based on this new platform will be developed for three segment (1) business executive, (2) college students, and perhaps as a replacement for the (3) home desktop.

1. Identify relevant trends that will influence, impact and drive the world and markets that Dell will be operating in during this period.
2. Given the scenario above, conduct a SWOT analysis of Dell position in this laptop business.

As always, support and defend your answers.

Additional Material:

- Harvard Business Case: Dell—New Horizons (9-502-022). A copy of this case is located on edisk.
- Harvard Business Case: Matching Dell (9-799-158). A copy of this case is located on edisk.
- You may consult additional business publication, such as BusinessWeek, Fortune, annual reports, etc.
- You may consult our text and other general business texts.

Writing Guidelines:

The writing guidelines are the same as last time. If you receive 5 or less on the writing portion of the last paper you are strongly encourage to use the Writing Center or a peer that can give your WRITING a critical review.