

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



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(Mr. Cielo Koch II)

KEY FACTORS OF SUCCESSFUL E-COMMERCE - WHAT HP CAN LEARN FROM DELL

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- 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 through the internet without an intermediate is including cost saving potential but also risks due to the missing face-to-face contact between buyers and sellers.
- Further to that Dell aims to meet exactly the needs of its customers by offering mass customized products. A company like HP should first start to establish e-commerce initiatives as an additional distribution channel as the electronic sale platform is getting a key role in the business life of today. For a short-term step-by-step introduction of e-business the following recommendations could serve as a guideline: 1. integration of the internal databases in order to provide...

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