

Company Brief: Dell Computer Corporation

FACT SHEET

Founded:

1984

Austin, TX

Headquarters:

807 Las Cimas Parkway, Building 2

Austin, TX 78746

Telephone: 512-338-4400

Core business:

Custom-designed computer hardware systems

Principal stock exchange:

NASDAQ

Trading symbol:

DELL

Independent auditors:

PricewaterhouseCoopers LLP

TEAM ASSIGNMENT

1. Research the company and present your findings to the class. Include a discussion of financial information, products and services, and business strategies.
2. As a group, answer the following questions:
 - a. What did you learn about this company as a result of your research?
 - b. Would you recommend investing in this company? Why or why not?
 - c. If you were a manager for this company, would you implement any changes? If you answered "Yes," describe the changes that you would implement and the reasons for the changes. If you answered "No," provide reasons for your answer.