



Dell: Dude, you're getting a Dell!

Listening Questions 1:

1. What does Michael Dell have in common with Bill Gates and Steve Jobs?
2. What was the company's original name?
3. How much revenue a month did the company collect by the end of Michael Dell's freshman year?
4. When did Dell go public?

Listening Questions 2:

1. When did Dell begin selling PCs through its website?
2. What company did Dell pass to become the world's #1 PC manufacturer?
3. What are 2 devices that Dell began selling in 2002?
4. What was the name of Dell's failed smartphone/tablet hybrid?

Transcript 1:

Just like Bill Gates and Steve Jobs, Michael Dell dropped out of university and became an incredibly successful entrepreneur. In 1984, he founded his company, *PCs Limited*, when he was 19 and operated it from his dorm room.

He sold PCs that he built from stock parts. By the end of his freshman year, he grossed \$80,000 in revenue a month. In 1985, the company advertised its PCs in national computer magazines for sale directly to consumers.

In 1988, the company changed its name to *Dell Computer Corporation*. It went public in June of that year.



Transcript 2:

The Internet helped transform Dell's business model as the company began selling PCs through its website in 1996. 6 months after the launch of Dell.com, it was generating \$1 million per day in sales.

By the end of 1999, Dell surpassed Compaq to become the largest PC manufacturer in the world. In 2002, Dell expanded its product line by offering digital music players, printers, TVs, and handhelds. The company changed its name to Dell Inc. to reflect its expansion beyond PCs. Dell's sales growth remained strong through 2004.

Due to the trend away from PCs in favor of smartphones and tablets, Dell is trying to diversify its business. It released a smartphone/tablet hybrid called the "Dell Streak" in 2010, but it was discontinued after a little over a year because of disappointing sales. The company is now trying to grow its IT services.