

Dell Sets Sights For China

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Dell will open more than 1000 new retail stores in China, as it sets to expand its sales and after-sales operations in the most populous of markets.



Speaking to Chinese newspaper Global Times, Dell Chinese operations resident Michael Yang says computer demand is still robust in the country, even if its PC market slowed down since last year. Yang expects faster growth for this year, even if the Chinese PC market grew only by 4% in Q4 2010 (according to IDC).

Dell's market share in the region fell to 3rd place, as it was overtaken by Acer in Q4 2010.

In the past years, Dell's Chinese sales strategy involved partnering with the region's big retailers, such as Gome and Suning. Yang says the company's expansion plan involves a sales channel restructuring-- where it will rely more heavily on sales partners to expand its business.

Meanwhile the Chinese PC market's leader remains Lenovo, with 32.2% market share.

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