

DELL plugs on to Asia Pacific

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DELL Computer Corporation of USA, one of the world's leading direct marketers of computers has disclosed plans to expand in the Asia Pacific region. As a part of this expansion, Gershon Norwitsch, Managing Director, DELL Asia Pacific region, visited Sri Lanka.

DELL is a Fortune 500 company which has recorded a compounded annual growth of 58% for the past 6 years. DELL shares registered a 800% return on invested capital within a 3-year period. The make which is among the first four PC manufacturers in the world, has a market presence in 125 countries. According to Norwitsch, 'DELL is committed to growth in the Asia Pacific region.'

DELL's local partner SoftLogic Trading, is a Rs100 million turnover company. The DELL-SoftLogic partnership was first achieved in 1993.

DELL's market philosophy is to build PC's on order. The company has established a customer care centre in Penang, Malaysia. With the centre's proximity to Colombo, SoftLogic customers are assured of an expedited service. 'We will be able to bring in the latest and the relevant technology for any application,' said Roshan Rassool, general manager, SoftLogic Trading.