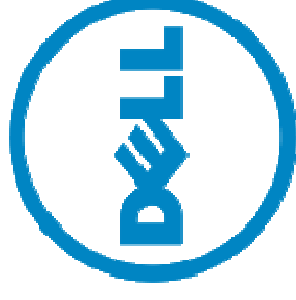

Finding New Markets

Joyce Mullen

Vice President, Global Alliances, Dell Inc.

**2010 Global Summit of Women
Beijing, China**



Assess

- Market
- Competition
- Unique Customer Needs



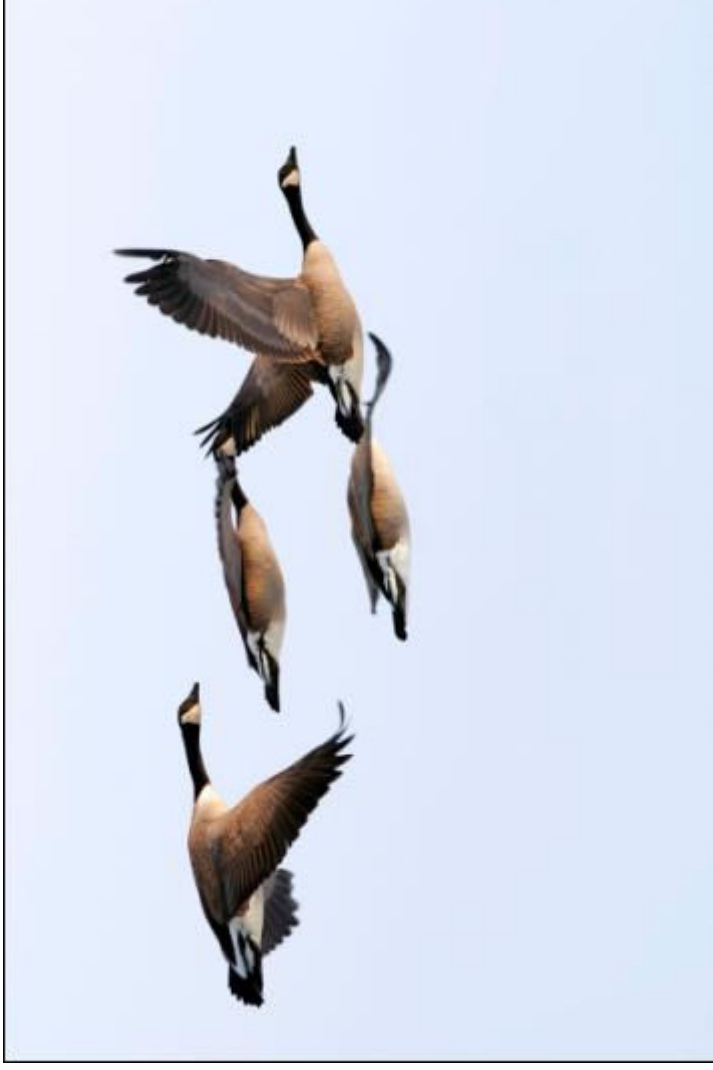
Take Inventory

- Core strengths
- Weaknesses in new market
- Options: Build, Buy, Ally



Build Relationships

- Local entities
- Suppliers
- Distribution channels
- Legal counsel



Validate Solutions

- Validate with local customers
- Validate again



Have Patience

- Visit frequently
- Do not underestimate cost and time
- Cultural characteristics vary



Thank you Finding New Markets

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