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Dell signs deal with European retailer

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Round Rock-based Dell Inc. signed another agreement to stock overseas store shelves with Dell products.

The computer maker (NASDAQ: DELL) will sell notebook and desktop computers in Tesco Stores in England, Ireland, Poland, Czech Republic and Slovakia.

“With over 13 million customers per week shopping at Tesco’s stores, this deal will result in substantial exposure for Dell’s brand and products,” says Mark Ormerod, vice president and general manager of consumer business for Dell’s Europe, Middle East and Africa operations.

CEO Michael Dell changed his company’s direct-to-consumer sales approach this year by signing several retail agreements.

He has told industry analysts he wants his products to be in the top two retail stores of 20 countries over time.

Other retail outlets getting a Dell this year were Best Buy, Wal-Mart and Staples in the United States; DSG International and Carrefour in Europe; Carphone Warehouse in England; Courts stores in Singapore; Gome stores in China; and Bic Camera Inc. in Japan.

Courtesy of JB Goodwin