

Title:

Dell Cuts Back On Mail-In Rebates.

Word Count:

479

Summary:

As of last week, Dell announced that it will cut back on mail-in rebates and make sale prices  
Analysts believe this will help boost Dell's customer relations but not necessarily its sales.  
Dell's sales have been down in recent quarters with tougher competition fro...

Keywords:

dell, dell rebates, dell hp, hewlett packard, dell v alienware, dell xps

Article Body:

As of last week, Dell announced that it will cut back on mail-in rebates and make sale prices  
Analysts believe this will help boost Dell's customer relations but not necessarily its sales.  
Dell's sales have been down in recent quarters with tougher competition from their number one  
An analyst with Cross Research says, "Dell is facing a lot of challenges. HP is just reinvigor  
Dell shares ended down 68 cents, or 3 percent, at \$21.70, more than the Merrill Lynch Tech 100  
Dell anticipated a reduction of approximately 70 percent per product line in the number of pro  
Reductions will take affect in the next 12 to 18 months, starting with the Inspiron notebook o  
Moors and Cabot analyst Cindy Shaw said, ^People hate rebates~ and she believes this is a posi  
Some analysts thought Dell would introduce price cuts to contend with competitors Hewlett-Pack  
In May, Dell publicized its plans to lower prices and is spending \$100 million to improve cust  
Dell's senior vice president of home and small business groups, Ro Parra said the cutback in p  
Parra commented to reporters that customers don't like rebates and only about 80 percent redee  
Dell as well as other retailers like Best Buy Co are cutting back mail-in rebates. They are no  
Dell's new focus on existing promotions will be paperless rebates which make analysts wonder i  
Research analyst Cross said "My biggest question is, what the financial impact of this is? If

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