

From \$1,000 start to £23.6 billion turnover

By LAURA RYAN

OVER 3,000 people rang Dell's jobs hotline phone number last month.

And 700 people took time off from festive shopping to enquire about work in Dell during Christmas week, while 44 dragged them-

selves away from the turkey on Christmas Day to make a call.

An intensive recruitment campaign has been underway by the company in recent months.

Dell recruits via its web-site, referral schemes by existing staff, stands at high profile events and pumps a

huge amount of revenue into television, radio, newspaper and billboard advertising.

The company says that almost 100 percent of staff in Raheen are now permanent employees.

Ireland is home to Dell's largest unit of employees outside the US.

When secondary employment and jobs in the service sector are taken into account, it is estimated that Dell contributes indirectly to 30,000 jobs in the Mid-West.

Michael S. Dell serves as chairman and chief executive officer for the company.

He founded Dell in 1984 aged 19 with \$1,000 and the unprecedented idea in the personal computer industry—bypass the middleman who adds little value to the products, and sell custom built PCs directly to end-users.

In 15 years, the company's sales have grown

from \$6 million to \$23.6 billion for the past four quarters.

The latest global innovation to come from Dell is its leadership on the Internet and is acknowledged as the largest on-line commercial seller of computer systems with an average of \$35 million per day in online sales.

More jobs on offer at Dell's great milestone

By LAURA RYAN

COMPUTER boss, Michael Dell and Taoiseach, Bertie Ahern officially opened Dell's first purpose built facility in Raheen on Friday, declaring even more jobs would be on offer at the plant.

Limerick can expect a further 600 jobs when the new European Manufacturing Facility - EMF3 - reaches full capacity.

It currently employs 1,100 of the 4,500 Dell employees based in Raheen.

In typically high-tech fashion, the new facility was "electronically" opened by the Taoiseach and Michael Dell, the world's youngest billionaire on a stage in front of hundreds of employees.

"This facility is another great milestone for the company," Mr Dell told the crowd.

"When we started in Raheen 10 years ago, we had only 120 employees. In 1998, we pledged 3,000 jobs when we announced the largest single job creation plan in the history of Ireland over a three year period to bring our total job numbers to 4,400. A mere two years into that target, we have already exceeded that goal by over 1,000 people and continue to grow."

The new Raheen facili-

ty specialises in manufacturing desktop computers.

Raw materials are delivered through one side of the building, manufactured in cells by teams and the finished goods are then dispatched on the other side of the building, destined for direct delivery to customers' offices and homes throughout Europe.

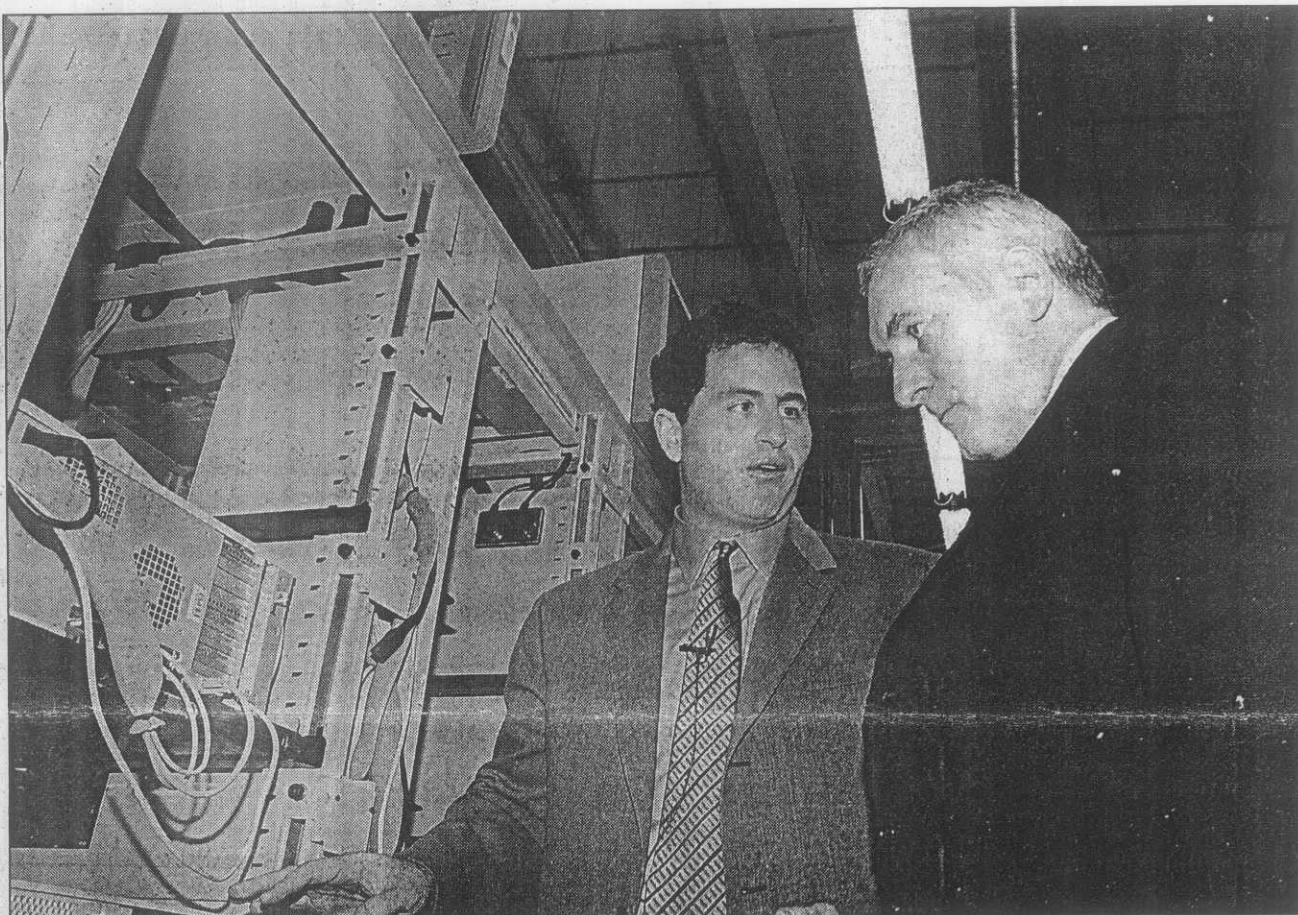
Taoiseach, Bertie Ahern, who made a whistle stop visit to the Raheen plant in the midst of discussions regarding the Peace Process, praised Dell's progressive policy on employee training and upskilling.

He commented: "By creating a first class environment for e-commerce, by investing in R&D, and by building on partnerships with companies like Dell, we are turning Ireland into a powerhouse of the digital age."

Mr Ahern said the company is "truly one of the giants of the global technology industry" and "one of Ireland's leading employers".

"Dell's decision to locate in Limerick is testament to the economic policies of the last decade and we've built on the country's greatest resource, our people," he said.

"I'm convinced the future is increasingly digital, and the Government is taking steps that Ireland remains the loca-



Michael Dell chatting with Taoiseach Bertie Ahern at the opening of the new Dell plant in Raheen

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tion of choice. Research and development is even more important and the Government is investing lots of money in that through the National Development Plan which is a quantum leap for us."

During the official opening, eight local Dell employees, who graduated from a Dell sponsored Limerick Institute of

Technology course, were presented with certificates, honouring their achievements.

Established in 1990, Dell Raheen provides products for all of Dell's customers in Europe, the Middle East and Africa.

It is estimated company growth will range in the low 30 per cent this year.

Noisy neighbour case is adjourned

A SEML-retired accountant and his wife brought their noisy next door neighbours to court this week.

Joseph Mullins of Dooneen Road, Woodview, complained that the noise from the six students next door was "too loud".

The court heard from gardai who were called to the house on January 23 that "the music was so loud it could be heard from the car".

Once the tenants of the house had been asked to turn the music down, the gardai called to Mr Mullins' house, where they could hear shouting through the wall. Mr Mullins gave evidence that "the music was turned up again as soon as the gardai left".

Eamon Kelly, 21, a

tenant of the house, told the court that "two radios were on when the gardai called to the house. The only reason it could be heard outside was because the windows of the house were open." He denied that he and his co-tenants were causing a nuisance to Mr Mullins and his wife.

Judge Tom O'Donnell told the landlord, Cyril Whelan, that he "should adopt a more hands-on approach to his property". The tenants were asked to show more "respect and consideration for their neighbours in the future".

The matter was adjourned until April when Judge O'Donnell will review "how things are".



Nicky Hartery, vice-president of operations, Dell Europe, the Middle East and Africa, at the opening of the new Dell plant in Raheen

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