

# At the end of the year, massively bought a laptop

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Doan Kim Linh, a senior student at the University of Social Sciences and Humanities (VNU-HCM), has owned a Vaio VGN-FS 920 laptop for two years now and intends to "go to life" a computer. Kim Linh's desire for a new device is strong enough to both work, play games, large capacity hard drives .

After scouring on Best Buy, Amazon, Linh found the Sony Vaio VGN-CR240E to meet the demand for about \$ 1,000. Linh intends to ask friends to buy and send them back to Vietnam, but when he goes back to the computer to let his computer go to his hand, Linh will have to pay import taxes, shipping fees . and take time to wait. Meanwhile, the price survey in domestic websites, Linh found that it is possible to buy this machine in Vietnam with the same price, so Linh finally decided to buy it himself at local stores to make it more convenient for warranty.

## **500 USD can buy new machines**

Having been in the laptop retail market for only a few months, the average sales volume of Thegioididong supermarkets is about 300 units per month, of which Acer accounts for 37.26% of the number of machines sold, HP-Compaq accounts for 27 , 95%, IBM 14.52%, others like Toshiba, NEC, Apple . have very low market share, approximately 5%. Mr. Nguyen Phuong Huy, director of business development of the laptop industry of Thegioididong, said this number will be raised to 1,000 units / month in 2008.

According to Mr. Huy, with popular products, the configuration, stability or style elements are only ranked in the secondary, the problem of most interested buyers is still the price. At the end of the year, when many items increased, laptop prices fell sharply. Most models have a discount of VND 500,000 - 1 million depending on the machine value.

Acer and HP, the two brands with the largest market share are having the strongest promotions, HP wants to regain the No. 1 position and Acer also tries to protect its position. The best-selling products at Thegioididong are Compaq C702 (\$ 577) and HP 6520 (prices range from 750-875 USD depending on CPU speed; HP 6520 uses Core 2 Duo CPU chip) with the advantage of good configuration. strong and cheap.

Currently, the line of laptops running on the Celeron M530 chip serves simple tasks such as WiFi Internet access, office applications with prices ranging from 533-577 USD of HP, Acer, Lenovo to be office workers,

students The most preferred tablet. The reason is that reasonable prices meet essential applications.

### **Mid-range machine, 699-999 USD**



Acer Aspire 2920, the current line of attractive laptops for \$ 799

Acer representative said that in 2006, the number of Acer laptops consumed in Vietnam market was only 22,000 units, in 2007 this figure was nearly four times. Acer said it will try to keep the current No. 1 position by focusing on less than \$ 1,000 models with 19 models.

The World Number Joint Stock Company predicts about 6,000 brand-name laptops will be sold in the end of the year. Digital World Representative said 65% of customers now choose to buy mid-range products at a price of USD 699-999. At this price, customers can own a laptop with all the necessary features and have some advanced features like Bluetooth, scratch-resistant case .

The Compaq V3xxx line starts at 799USD, selling best because it has an average screen size of 14 " , which is big enough for work, entertainment, but not too heavy (2.2kg) to easily move, in addition to The case has an inprint pattern and scratch-resistant technology, a little lower, the HP H520 starting at \$ 699 is also a lot of choice, because it is equipped with an Intel Centrino Core 1.83GHz chip and an integrated HDD with security technology. "drive lock".

### **Hong Nhung**

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