

BlackBerry decided to win market share in Vietnam

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Previously, on the day of April (1.4), distributor Smartcom offered the new **BlackBerry Z10** price of VND 4,500,000 for the versions including black and white. According to the survey, the first two agents applying this new price are Hnam Mobile with 10 selling points in Ho Chi Minh City and Hoang Ha Mobile with 5 selling points in Hanoi.

This April is also the time to launch many new mid-range devices with the price of less than 5,000,000 dong of companies like Asus, LG, Motorola or many devices that are available on the market in this segment of Oppo, Lenovo, Samsung, HTC . Therefore, BlackBerry wants to dominate the market before competitors launch products.

About 3 months ago, the BlackBerry Z10 has been discounted from VND 9,500,000 to only VND 5,990,000 million. Mr. *Le Hoang Giang* - Deputy Director of Smartcom business (*BlackBerry representative*) - revealed that they have committed to BlackBerry firm and made efforts to market during the past time that Z10 will be a

big mark in Vietnam market.

Smartcom said that they have prepared a sizeable amount of Z10 to meet the Vietnamese market. It is possible that in the coming time, the Q10 and Z30 will also have a discount schedule to better suit the needs of Vietnamese consumers. In addition, the new price of the Z10 may also be the Blackberry move prepared for the launch of Z3 in the near future.

BlackBerry Z10 was released in February 2013, in addition to running the new operating system, this is also the first product of BlackBerry without physical keys, using the touch screen completely and a host of new features of BB10 like *Hub, Balance, TimeShift, Active Frames* . Z10 has 1.5 GHz Dual-core CPU and 2GB RAM, 16GB internal memory, expandable storage capacity up to 64GB.

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