

Exciting laptop market

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At the end of 2007, laptop sales were approximately 20% of total computers sold in the country. According to enterprises' calculations, by the end of this year, the market share of this piece of equipment will reach 25-30%.

Mr. Nguyen Manh Lan, CEO of Dang Khoa Computer Supermarket said that in the first quarter of this year, sales from desktop computers only increased by 12% compared to the same period last year, while laptops 45% increase.

According to laptop business experts, optimistic signals about laptop consumption in Vietnam market may stem from a number of reasons. The first is the impact from the manufacturers when launching many new models with pretty configuration, plus attractive prices that are typically HP.

If in the past, the company focused on the middle and high-end market segment, now, HP's products in Vietnam are spread with over 40 codes, the price is only from 550 USD / unit.

Strong competition with HP is Acer 'giant' Asia. They offer Aspire products that retail for \$ 499. Similarly, many other companies such as Toshiba, Asus, Lenovo . also diversify their devices and focus on consumers.



In particular, in May 2008, Asus's Eee PC mini laptop (Taiwan) came back to Vietnam with all the products with the price of only 399 USD / unit attracted many customers.

This is the type of laptop that caused a "fever" in the world market with the consumption of about 500,000 units since its launch a few months ago and has so far been bought by some websites and foreign IT magazines. The price is the 'hot' product of 2008.

The trend of a society has been relatively adequate in terms of information and technology as it is now, making many users want to use simple, functional and compact mobile computers.

According to experts on the laptop market, the mini computers have all the functions such as: Internet connection, Wifi, ensuring compatibility with all surrounding technologies, serving the learning and entertainment . may be the choice of many users, from businessmen, office workers to students and students.

In addition, we must mention the models assembled by domestic companies such as V-open of Lien Viet Thanh or Sputnik of CMS Company (cost about 500 USD). Vietnamese laptops are cheaper than labels, although there are still brand gaps and market access methods. But now, categories and prices can be considered to meet every customer's needs.

According to experts, along with the positive activities and continuous promotions of manufacturers of low-cost mini-computers such as Eee PC (Asus), Netbook (Intel), MiniNote (HP) .. array This market in Vietnam is expected to continue bustling in the coming months.

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