

Laptop Supermarket, the game of 'giants'

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Along with the widespread coverage of wifi - ADSL technology is the ability to boom the laptop market (laptop). According to the latest market statistics on the laptop market of GFK market research company, the total number of laptops consumed in Vietnam in 2006 is estimated at over 100,000 units, nearly doubling the number of laptops sold in 2005. And yet, GFK also forecasts that this number will continue to increase rapidly, in 2007 the consumption of at least 170,000 units / year.

It can be said that this product is a "hot" commodity at computer stores, electronic supermarkets, electronics . because laptops have been expected by businessmen to make a change of place: gradually replacing The main position of the computer desk. Song pieces are always very good guys contending, so the game of the business, laptop distribution seems not easy.

Fatty market



Mr. Dinh Anh Huan, business director of a mobile device company, said there are many reasons to boost the laptop market. In terms of technology, chip manufacturing technology has allowed manufacturers to market faster, less energy efficient and cheaper processors. Thanks to the low cost of manufacturing peripheral devices, manufacturers have been able to produce cheap laptops and still have information processing speed that is not

inferior to desktop computers.

' A few years ago, the price of desktop computers was only about one-third of the laptop, but now this distance is getting narrowed, now customers only need about \$ 600 to be able to use it. choose brand new, 100% laptop like HP, Toshiba, Acer . '- Mr. Huan added.

Besides, the tendency to use mobile offices ('virtual offices') of corporations, businesses and the emergence of more and more wifi, wireless cafes . in big cities also contribute to making " the "laptop is bigger.

Returning to the statistical results from GFK, the company estimates that with about 60,000 laptops sold in 2005, this market has earned more than US \$ 1.4 million. As for the number of 100,000 units sold in 2006, there will be over \$ 2 million for this product.

At present, Vietnam only has 2 big cities with strong business of laptop products such as Ho Chi Minh City and Hanoi. In 2005 Ho Chi Minh City accounted for 77% market share, Hanoi only 23%, in 2006 Ho Chi Minh City still 63% and Hanoi increased 37%. However, many businesses predict that Vietnam will have a boom in laptop market, the inevitable trend is happening in the world, because of the mobility and high mobility of this product.

Fighting 'selling satisfaction'

In parallel with the growth of the laptop market is the growing presence of stores and supermarkets trading in this product. If about 1-2 years ago, in Ho Chi Minh City, when it comes to finding a laptop, people think of computer business areas such as Bui Thi Xuan, Bui Vien (District 1) or Nguyen corner. Thi Minh Khai - CMT8 (District 3) . Nowadays, the laptop game seems to have no room for horizontal shops (small, odd) because there are so many businesses jumping into this product. According to the indispensable rule of the market, good business places, good service will prevail in the marketplace.

NH Computer Supermarket can be considered as a pioneer in developing a model of computer business shop to become a supermarket, providing professional products and customer services. Up to now, Ho Chi Minh City market has many centers, supermarkets and large-scale laptop shops. The people behind him were more powerful, the more thick the experience was, the more 'poisoned' the 'way' to attract customers, so the game became very fierce.

It is known that SG - NK Shopping Center, a 'big man' in the electronics industry recently focused strongly on laptop products. In order to prove their strength, this 'giant' has launched a high-level attraction to the N Supermarket. The most obvious evidence is that recently the managing director of N. supermarket, despite being used at here with a salary of a few thousand dollars, the shirt has gone, and the new store owner has a headache.

Although new to the market, the supermarket of Mr. Huan also partly attracts attention with the motto of "selling satisfaction" by: giving mobile phones to customers who buy laptops.

Of course, in the race of 'giants' on consumers, it is also not out of the question, because these will be the beneficiaries of competitive market fake prices and promotion and after-sales services . by enterprises. put on top.

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