

Netbooks are not 'satisfied' with Vietnamese people

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Only eagerly initially

Mr. Nguyen Van Minh, Business Manager of Nguyen Boi Laptop (Ho Chi Minh City) said that it was a time when Vietnamese consumers were attracted by the small and light weight of netbooks. "Many restrictions, the price is not cheap, even some netbook models are very expensive, while the price of laptops is falling close to reaching netbooks, making netbooks difficult to sell in the Vietnamese market," Minh said. and added, in the current difficult economic times, consumers tend to choose models with configurations suitable to their needs, less inclined to decorative and sophisticated features.



Most Vietnamese customers only like to "watch" without buying netbooks

In Hanoi, computer maker Ben Computer said netbooks have many limitations in features, configurations and capacity. Netbook makers are targeting students, students and laptop users who want to buy a second machine. However, few students buy netbooks because of inappropriate demand. Netbooks are primarily for mobility, web surfing . but if used in other jobs, such as graphics or gaming and other technical programs of students are not

possible. Most of the people who are already working, high income buy netbooks to build the second machine, serve business trips, but they themselves are not satisfied with netbooks because they must also use programs like powerpoint . for presentation in conferences, netbooks have capacity, low configuration should run slowly.

Mr. La Xuan Thang, Deputy Director of Dang Khoa IT Computer Supermarket said, when the first netbooks of Asus made its appearance in Vietnam, consumers were eager because of their compact shape, convenient for transportation. . However, after a short time, the netbook proved 'inappropriate'. Most users buy the first computer, often ignoring netbooks and opting for larger models, more powerful configurations and more functions. Mr. Thang said that in the end of 2008 and early 2009, netbooks sold quite well because customers bought as gifts. However, netbook sales are not increasing compared to a year ago. 'While sales of other items are growing, that netbook is still quiet means it has fallen,' Thang said, adding that netbooks are not suitable for customers so Dang Khoa IT does not focus. into this model.



Only for 'rich people'

Many people who bought netbooks said that netbooks do not have a DVD drive, an optical drive, the screen is too small to use the feeling of eye pain, discomfort. Currently, the price of netbooks under 10 inches in Vietnam has decreased, although the configuration, memory capacity has been significantly improved. The price of the Asus EeePC 7-inch netbook is only about 4 million dong, about 1 year ago when it was launched, it cost 399 USD (about 6 million VND).

According to Nguyen Lam, director of IDC Vietnam research firm, the netbook market in Vietnam in 2008 was not satisfactory. Netbook inventory in the first quarter of 2009 is still high, since February, netbook makers have launched a number of discount programs to stimulate demand. In mid-February, a number of computer stores in Vietnam lowered the price of netbooks to around 4-5 million and many people were interested in buying them as gifts for partners or families.

Lam said the netbook trend will improve gradually in design (screen, keyboard) and configuration. Most netbooks now start at 10-inch, even 12-inch screens (the size of ultraportable notebooks). Netbooks will be designed slimmer, lighter, longer battery life. Now Asus has a battery netbook running 8 hours. Recently, MSI (Taiwan) has launched MSI U115 - the first netbook in the world that has both solid-state 8-16 GB (SDD)

storage drive and 120-160 GB hard drive (HDD), which helps speed up Operating system level as well as improving battery life.

The manufacturer began to target netbooks for high-income people and needed netbooks as a second computer rather than for low-income people like before. Thus, netbooks will increase prices. However, these netbook models will not draw strong attraction to the PC market in general because of the high prices, and will only attract high-income people.

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