

Order a laptop to choose the configuration

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Mr. Phuong Huy (Trung Tu, Hanoi) found a service "ordering laptops from the US according to the required configuration", but when he arrived, he "fell back". Turns out, customers only have to choose the configuration according to the option that the company offers, but return to the country, the price of the team adds 200-300 USD compared to the original price.

A laptop shop in Vong Street (Hanoi) advertises online that: " *Ordering 100% new laptops from USA according to the required configuration of customers on websites of Dell, HP, Lenovo, Sony .* ". Mr. Phuong Huy came to buy, he thought, he just selected the configuration according to the manufacturer's option. The role of the store in this is only a middleman, helping customers order online.



On HP's website there are all kinds of machines with the lowest price.

Screen shot .

The online laptop placement service is in fact a direct business-to-consumer business (B2C - Business to Customer) that major computer vendors have long adopted. Ordinary users can directly go to the company's website to choose their own configuration and order. The manufacturer will ship the goods to home. Payment method is via credit card.

This is a form of business that is no longer new in developed markets, but still not very popular in Vietnam. The reason is that psychology of domestic users only likes to "touch hands", feel like buying new. In addition, the language and ability to pay by credit card is also limited, not to mention other amounts such as customs and taxes.

Mr. Quang Loc, hesitating to look at new laptops at a shop in Thai Ha Street (Hanoi), said that he would choose

directly at the store and not want to put it through the company's website, although the goods returned to his hands. is 100% from the US. According to this person, new models now have configuration levels to choose from, so there's no need to set them online. " *Unless, your request is very special ,*" he said with a smile.



Configurations	
Start with:	Priced from:
Base configuration	\$579.99*
Recommended configuration	\$927.99*

Manufacturer for choosing from basic to advanced configuration, and also has a suggestion form.
Screen shot .

If your needs are special, you are not afraid to be expensive and have time, then choosing through the manufacturer's website is very interesting. Buyers will undergo some basic steps. The first is to go to the company's website, build the configuration that suits your needs based on the options displayed on the screen. The price difference between components is posted publicly. Every time you select a certain component, the final selling price of the product will automatically change.

However, when ordering you need a credit card. For those who do not use the card, services such as shops in Vong Street (Hanoi) will support. The store staff will place the order as the configuration you choose with the manufacturer, then report the total cost to be paid. The price for this service is about 200-300 USD, in return, customers do not have to worry about taxes. After 2 to 3 weeks, the goods will be sent, raw, whole.

The store's staff said, buying a machine in this way, consumers still get genuine warranty. If the company has a global warranty, "help", if not send the machine overseas to fix.

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