

Small brand laptop: Difficult to find a place

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Efforts to win the market

In mid-2008, a series of new laptop brands were launched in Vietnam such as Samsung, Axioo, MSI, BenQ . with many different models from offices, businessmen to entertainers. By the time the Atom processor had just arrived, the netbook race was booming. Small brands are also quick to jump into market fights at a more attractive price, or pioneer in pushing relatively high configurations for netbooks to suit consumer tastes.

Typically, like Axioo, MSI quickly launched a netbook version using a regular hard drive with 160 GB of storage to repel the pressure of machines using SSD hard drives with capacities of only 4-8GB. After that, big laptop manufacturers have caught up with the demand for comfortable storage of consumers, so immediately released versions using hard disk drives, low cost and higher capacity. As a result, new brand laptops have yet to make significant progress and finding a way to stand firm in the market is becoming more and more difficult.



Users tend to choose a familiar brand for safety (*Photo: Laptoppicker*)

In order to create a new competitive edge, small firms simultaneously cut prices by 10-20%. In addition, some distributors of these brands also promoted the price reduction by supporting the consumers' VAT rate from 2-

5%, along with continuous promotions and gifts.

Competition is not possible

Despite great efforts, due to not being able to change consumer tastes, many small laptop companies have to step back.

Mr. Nguyen Dang Hieu, owner of laptop distribution agent located on Nguyen Dinh Chieu Street, District 3, Ho Chi Minh City said: ' *Although there are quite a lot of brand new laptops priced quite well, consumers still prefer the lines of firms. like HP, Dell or Acer. Other new name products like MSI, Axioo, BenQ . we do not dare to import because it is difficult to get goods .* ' If customers need to buy these machines, the dealer can still place orders for buyers.

According to Vo Dang Minh, owner of a laptop shop on Nguyen Van Dau Street, Binh Thanh District, brand-new laptops are as effective as other domestic brands with the same configuration. Not only that, they have their own strengths.

Meanwhile, Samsung has been familiar with the market with many other electronic products but also cannot create a strong development on laptops in Vietnam. Owing fashion design, strong configuration, Samsung laptop is still hard to reach Vietnamese users. With the same machine configuration, Samsung models always cost more than 1-2 million dong. Therefore, most of Samsung's laptops appear in Vietnam market are mostly just portable products or ordered from abroad.

Another face is Astone, a laptop brand that specializes in netbooks that almost no longer appear in the Vietnamese market, although the price of laptops in the market sometimes drops by more than 50%. At the present time, quite a lot of models of the above laptops have discounted more than 40% compared to when they were launched in Vietnam.

Need to build a name by quality

Mr. Tran Duc Duy, owner of a laptop shop located on Dan Chu street, Thu Duc district, said: ' *Creating good prices is not enough, these products need to assert themselves by quality* '.

In terms of taste, Vietnamese consumers are still not familiar with the above brands. Moreover, the widespread popularity of warranty systems as well as distribution agents will determine the choice of buying a laptop from consumers. The fragile distribution and warranty system, unfamiliar brand name distracts consumers when they need to shop. Even, due to lack of information, many people equate these products as poor quality products of China.

For safety, users often choose to buy familiar names. When it comes to a low-cost laptop, consumers often choose Acer or Asus. If more advanced models are needed, attention goes to HP, Dell or Sony . This way of thinking is not easy to change overnight.

Therefore, new brands need to promote activities so that consumers are more likely to experience quality on their products. Besides, it is necessary to have a long-term strategy to continuously create new product lines to maintain the interest of customers.

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