

The laptop market is selling at the end of the year

Notebook sales as of November surpassed sales of the same period last year, erasing a year of bleak business predictions.

Notebook sales as of November surpassed sales of the same period last year, erasing a year of bleak business predictions.

In early 2009, computer makers predicted that the laptop market will show signs of slowing down or only in 2008 because the global economic crisis has not shown signs of recovery. Besides, the tightening response of the people.

However, in the last months of the year, the market showed signs of reversal.

According to figures of FPT Distribution Company, compared to last year, laptop sales increased by more than 70%. Since June, laptop lines have started to be consumed strongly. By the end of October, the company's sales volume was equal to that of the previous year.

Mr. Le Nhat Linh, Sales Manager of Hoan Long Computer Joint Stock Company, assessed that the number of laptops sold increased rapidly thanks to reduced prices and many promotions. It is important for consumers to start switching from desktop computers to laptop computers because the price is not much different, but laptops are more mobile and more convenient.



Laptop prices tend to decrease, contributing to the growth of the market.(Photo: Ha Mai)

The computer market recovered strongly thanks to the positive influence of the Government's stimulus packages. Moreover, reduced VAT also facilitates the development of the IT industry in general and the computer segment in particular. In addition, consumers and businesses are taking advantage of buying computers at the end of the year, because it is expected that by the beginning of 2010, VAT will increase by 10%, which may cause the product price to rise. This is the opinion of Mr. Hoang Tung, Director of Digiworld Hanoi Center.

According to Ms. Vo Thi Hoang Quan, General Director of FPT Distribution Company, an important reason for reviving the market is thanks to the recovery of the economy. In addition to the reduced price due to preferential VAT (5%), many firms have obtained the Form D and E certificate of origin (CO), so they enjoy a 0% import tax rate.

In addition, strong competition among firms, distributors brings many promotions for both dealers and consumers. The trend of switching from desktop to laptop, especially the low-cost segment (US \$ 600-700) also helps laptops dominate the market.

Quan said that laptop brands bought by customers in recent months are Lenovo, HP, Acer, Toshiba, Dell. In which Lenovo line, Acer low price (400-600 USD) is very popular with consumers. In stores of Digiworld, popular computers such as HP CPQ510, Acer Aspire 4736 sell well. The rapid growth of the market at the end of the year led to the local " *fire* " phenomenon.

Mr. Thanh Minh, a business staff of a computer company in Bui Thi Xuan IT City (HCMC), said that some types of netbooks cost about 5-7 million dong are attracting goods due to low prices, suitable for demand. of many consumers, especially students and students.

According to Mr. Hoang Tung, the phenomenon of " *burning* " at the end of the year if it happens is understandable, since most business units as well as firms believe in forecasting the market from the beginning of the year, so it cannot be quickly quickly found a place to " *burn* " .

Businesses also forecast that VAT will increase by 10% if it is implemented in January 2010, it may stop the market in the first quarter of next year due to consumers' concerns about the impact of the new tax rate will make prices laptop strong fluctuations.

You finished reading the article "**The laptop market is selling at the end of the year**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.