

# Top choice to buy gaming laptop

FPT Shop is currently the unit with the highest market share in Vietnam in terms of gaming computers. The advantage of this unit is the extensive store system and a diverse number of models, with many incentives.

Gaming laptop is a fast-growing product line in Vietnam. According to a report of the Ministry of Information and Communications, our country currently has about 28.4 million people entertaining with video games, accounting for about 30% of the population. Therefore, the demand for equipment serving this type is very high.

In addition to entertainment, gaming computers also have strong configuration, good finishing quality, effectively serve work tasks and long-term use. In Vietnam, FPT Shop is one of the units with long-term experience in the distribution of gaming computers. The success of this retail system lies in the wide network of stores, diverse models and many practical incentives.

## Leading the gaming PC segment

Gaming laptop is a unique product, serving customers with high demand for experience. To conquer users who like to play games, the retail system must meet many factors, including quality of service, quantity of distributed devices and after-sales support program. Thanks to doing these factors well, FPT Shop is currently the number 1 system in Vietnam in terms of market share of gaming laptop business.

Specifically, after the disruption caused by the Covid-19 epidemic, this retailer quickly grasped the great market demand for the product. Accordingly, gaming laptops receive great attention because of their versatility, serving both work and entertainment. With the strength of high configuration, large RAM capacity, this product line serves most tasks of remote working, design, and video production.

With careful preparation and abundant products, FPT Shop achieved great success in this period with 200% growth in the gaming product range. In 2020, the system sold about 20,000 devices. Currently, this retailer holds more than 30% of the gaming PC market share in Vietnam, leading the industry.

With quality service built over the years, FPT Shop has received the trust of a series of leading brands in the industry such as Asus, HP, Dell, Acer, MSI, Lenovo, Apple, Microsoft. Through the signing of strategic cooperation, many new and exclusive models from the above companies will soon be on sale in the near future, serving customers of FPT Shop.



*FPT Shop launches Back to school program with many incentives for Laptop products*

### **Triple 'Back to school' season offer**

Unlike common electronic and household items, which have high purchasing power at the end of the year, during the Lunar New Year, the back-to-school season is the period when the laptop market is the most active. This year FPT Shop's 'Back to school' campaign officially returns from July 1, 2023. The retailer has prepared an abundance of products, with 0% installment offer, in cooperation with many banks and financial institutions.

This is a good opportunity for students to buy laptops for work and study. Accordingly, the program 'Open the future, multiply 3 incentives' is exclusively for this customer. Many laptop models are reduced to 15 million VND, students - students will receive an additional 3% discount and increase the warranty to 3 years. In addition, household goods are also discounted up to 50% and accessories up to 45%.



*Many Laptop products have been on the shelves of FPT Shop, ready to serve all customers*

The list of equipment eligible for the Back to school promotion is very diverse, spanning many price segments. In particular, some typical products such as Lenovo's Legion 5, are discounted up to 15,000,000 VND, an additional 3% discount is applied to students. This model is one of the most appreciated gaming laptop models in the last 3 years, in the mid-range segment. The product has a simple design with few pitiful details, suitable for office and lecture environments.

In addition, the high-resolution screen and wide color spectrum also help the device meet specialized graphic and design work.

HP Gaming Victus is also a gaming laptop model that is appreciated for its good performance at an accessible price. Combined with a discount of 6.5 million and an additional 3% discount for students, exclusively at FPT Shop, the device becomes one of the brightest choices for the needs of playing heavy games, at high frame rates.

HP's gaming computer model has a 16-inch screen, 16:10 wide aspect ratio, giving a comfortable space for working tasks such as spreadsheets, editing movies .

The program 'Back to school' also gives special gifts to the soldiers 2005. From now until 18/07/2023, please quickly go to the FPT Shop website to register information to receive the earliest test scores via Zalo, and at the same time enjoy the excellent promotion package of 'Open the future, triple the offers' above.

More specifically, after July 18, 2023, FPT Shop will implement the program 'The higher the score, the cheaper the price'. That is, when buying a laptop, in addition to the discount of up to 15 million VND, the 2005 students will receive an additional discount of up to 10% depending on the test scores. So don't forget, after receiving your test scores, go to FPT Shop website to receive super attractive gifts!

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