

Vietnamese laptop alliance is in danger of breaking up

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Lien Viet Thanh - Vietnam's first laptop alliance between 7 computer companies was born in early 2007 with V-Open branded laptops. The goal of businesses joining the alliance is to bring V-Open to become a Vietnamese laptop brand, able to compete with foreign laptops that are storming the Vietnamese market.

However, after more than a year of operation, a member of the coalition (proposed not to be named) said the alliance is facing many difficulties and is in danger of breaking up. For more than a year, the alliance sold only about 200 laptops per month, far below the initial target of 1000 laptops / month.



The VOPEN® GL30 ARDORY T5500 laptop is priced at \$ 1,155 with the Centrino CORE 2 DUO specification (2x2.00GHz).Ram 512MB.160Gb SATA hard drive.14.1 WXGA screen

Pham Thien Nghe, director of Khai Tri Computer Company, a member of the coalition, said: ' *Laptop assemblers in the country are facing many difficulties, because customers have not put their trust in Vietnamese*

brand laptops. ' .

According to Mr. Nghe, cheap V-Open laptop from 500-700 USD right after delivery has the same cost, so when sold out there is almost no profit. Meanwhile, foreign brand computer manufacturers find ways to reduce prices to compete in this computer segment, especially Acer. Almost every time the V-Open has a low-cost line, they immediately release a similar or even cheaper product.

The V-Open's mid-range laptops cost from \$ 800-1,000, about 20% cheaper than comparable brands of foreign brands. However, *' consumers of this laptop segment are mainly agencies and businesses. Merchants do not like domestic labeling products. And the high-end laptop line is especially difficult to sell . '*, Mr. Nghe said.

Launched on January 9, 2007, Lien Viet Thanh consists of 7 members, namely Khai Tri, Viet Quang - Ezone, and Hoan Long (in Ho Chi Minh City); Dac Nhan (Dong Nai); TH Nha Trang (Nha Trang); HueTronics (Hue); Thuy Linh (Hanoi).

The goal of the alliance is to manufacture and trade a Vietnamese laptop brand: V-Open. In fact, before that, in May 2006, V-Open launched consumers. Currently, V-Open has 3 main product lines:

** The mainstream - Vopen Talenty - costs 599 USD and 799 USD.*

** Intermediate line - Vopen Innopen - price 853 and 979 USD.*

** High-class line - Vopen Ardory - price 1,250 and 1,500 USD. This line specifically has security features by fingerprint and password.*

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