

Why does the price of the same laptop have a difference?

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Prices vary widely

A genuine Acer 4741-332G32Mn laptop in Ho Chi Minh City, if customers buy in Mobile World store selling 11,999,000 VND, Vien Thong A sells 11,690,000 VND, some places are as affordable as Bach Khoa Computer and Wonderbuy sold 11.3 million. But if you buy in Hoang Long Computer customers will get a much cheaper price, only 10.8 million, even participate in the gold warranty package of products worth 1 million with many care services. elaborate.



Many agents are willing to sell products with little or no profit to promote the brand, attracting customers to their stores to sell other items.

Or HP CQ42 - 173TX, if buying directly from FPT Online distributor, customers have to spend 16 million dong.

In some other stores, customers only need to spend about 14 million VND to own this laptop for themselves.

The price competition among dealers of laptops has enabled customers to buy cheap products. However, the fact that some dealers sell products at a price lower than the general price, even cheaper than the price of the distributor, has led other agents to struggle in their business.

Devaluation or not?

According to Mr. Tran Viet Quan, Director of Bach Khoa Computer (BKc), at present, some agents like Hoang Long are selling laptops at a much cheaper price than the distributors' regulated prices, even they are willing to Only VND 5,000 to VND 10,000 on a machine, or accepting a loss, made other dealers such as BKc difficult to sell. This is a phenomenon of devaluation, but other agents cannot do anything, because there are lawsuits on distributors, they do not know how to solve this situation, because if not distributing that product for dumping agents, they will face many difficulties.

Mr. Vo Van Dung, media representative of CMC distributor also affirmed that some dealers sell at a much lower price than the general price level, which is a devaluation of the market. Because when distributing distributor products, it will stipulate that the lowest selling agent is level C and higher but within the permitted range is level A, level B . However, some agents are willing to sell the lowest C level should cause dumping in the market.

In fact, distributors have intervened this much by not importing goods for dumping agents anymore. However, it is also very difficult to apply for a long time, because agents do not have to import only one item from a distributor, they devalue this item, but in other goods, it sells very well. If the distributor does not enter the dumping item, they deal by not selling other items to the distributor. Dumping agents do not have to sell losses, but accept less profit. This way they quickly pushed old goods, inventory, soon to import new high-tech goods, easier to sell.

Despite knowing that, but according to lawyer Nguyen Dinh, the Law Office of the Great Law in Ho Chi Minh City, the law on these enterprises is absolutely not dumped. Because their sales are less profitable than other agents, it doesn't affect the market at all. As for the agents that sell prices lower than the price specified by the distributor, they only violate the product distribution contract. Moreover, the law also allows businesses to offer promotions in the form of discounts of up to 50% of their products, so in law, such sales are completely valid.

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