grow twofold in 1992.

* A market study by Prince, Cooke & Assoc shows that 13% of firms have Open Arquitecture software installed. There is no difference between large account firms and medium sized firms in this demand niche.

c) Market segments

Supply segments, as percieved in the local market, are:

i) Representation firms: they have an arrangement with a software development house at home or abroad and are in charge of controlling the distribution of a licenced software in the whole of Argentina and arranging for the technical support in this country.

ii) Distributors and wholesalers: They are appointed by the firms that have the representation contract.

iii) Computer systems consultant firms: They design the computer and software purchasing policy of client firms according to the percieved needs. They also offer a number of related services: training, technical support, network mantainance, etc.

iv) Software developers: They develop tailored or packaged software.

v) Integrators: they offer various combinations of the above categories plus hardware.

Demand segments as percieved in the local market are:

i) Large accounts. These would be large corporations buying more than ten licenses per software package. They usually buy according to established guidelines and standards and are not very keen on trying new products based on their perceived merits. Many of them are branches and subsidiaries of multinational corporations, so standards are set by the corporation headquarters abroad. They usually prefer to deal directly with the software house or its local representative. They are less concerned with software prices than buyers in other market segments, but very demanding when it comes to technical support. IBM hardware dominates the scene, selling them 75% of mainframes, 36% of minis and 60% of PCs.

ii) Medium and small sized firms. They typically buy less than 10 licenses per software package. They accept non-standard new products if they come to the conclusion that it solves their computer problems. But they take a very long time to decide, and they buy only what they can thoroughly test. They usually buy from distributors and price is an issue. IBM hardware leads this market segment, but less notoriously than in the large accounts segment. Wang dominates the mainframe tranch; IBM provides 40% of minis and 15% of PCs.

iii) Micro firms. There are two types of them. The first set, characterized by very high computer skills, prefers to deal directly with the software house representative in the country. They tend to get very involved with the technical support group of the software firms. As they are one of the best informal channels of propagandizing products, they are usually very welcomed by firms here. The rest of microfirms, in general, resort to pirating copies due to the high software prices prevailing in the local market.

d) Strengths and weaknesses

The main strength of the Argentine market is the growth rates that it is undergoing and the