The micro-computer market began to boom in 1983 essentially because of very low prices which increased interest among small businesses and slowly this interest generated greater knowledge of computer performances and limitations. Buyer expectations became more realistic.

Probably the single most important development in computers since the micro-computer itself has been the introduction of multi-user capability in micro-computer models. A micro-computer system that can be linked to a number of terminals, or to the larger system as mini or mainframe computers, is now available for a modern office.

As in other countries, the "look alike" or "compatible" computers have created a highly competitive market for micro-computers in Thailand. Many are assembled locally frequently with smuggled parts. The micro-computers sold in the Thai market today are, by customer preference, mostly 16-bit with microprocessor type 80286.

The rapid development of the Thai computer market was mainly a result of manufacturers and vendors striving to promote computerization by developing computers with Thai features and various Thai application programs. These are now absolutely essential to local market acceptance.

Section 2 : Analysis of Supply

According to the Computer Association of Thailand, growth in the number of companies in the Thai computer business has been as follows;

Year	Total Number of Companies
1982	71
1983	103
1984	175
1985	214
1986	200
1987	297 (e)

In 1986, extreme competition in computer vending particularly of micro-computers caused several vendors to cease operations. Small computer vendors have shown a tendency to expand to provide consultancy and programme writing services and/or to supply computer peripherals.

However 1987 saw a 50% increase in the number of companies in the sector reflecting buoyant conditions due to

* higher economic growth
* more efficient hardware at lower prices
and * wider range of software.