

According to industry sources, the market for personal computers in 1987 was estimated at 10,000 units, valued at about C\$15 million. The exact market shares of the various brands is not known. However IBM is acknowledged to be the overall market leader. Other brands like Compaq, ALR and Multitech are also known to have established a strong presence. HP, Nixdorf, ICL, Wang, Olivetti, Prime and NCR are not marketed actively as stand alone units but as part of total and larger systems. A host of other IBM compatibles such as Sanyo, AST and Epson have managed to attract a strong following in this segment simply because of their price competitiveness and up-to-date features.

6.4 Peripherals

The peripherals market segment is perhaps the most dispersed and unstructured of the computer hardware industry. The distributors of computer peripherals can however generally be classified into two distinct groups.

The first group comprises the major computer vendors of IBM, Hewlett-Packard, Wang, Nixdorf and Prime that tend to offer comprehensive hardware packages, consisting of storage and output devices in addition to their computers. These companies do not actively market their peripherals as separate items but rather as part of total systems proposed to end-users. Some of their peripherals are known to be made under OEM arrangements with overseas manufacturers.

The second group comprises companies that concentrate on marketing peripherals to computer vendors that do not provide their clients a whole suit (hardware of particular brand together with the necessary peripherals). According to industry estimates, this "open" peripherals market segment accounts for about C\$10 million per annum. The key participants in this market can be classified in turn into three groups, namely the distributors of storage, input-output and data communications devices.

(i) Storage Devices

The market for storage devices in 1987 was estimated at C\$3 million. The main storage devices in use are disk and tape drives and the major brands in the market are Seagate and CDC distributed by Imagineering Sdn. Bhd. and Tallgrass by Pericom-Sistech Sdn. Bhd.