

I. INTRODUCTION

1.0 OBJECTIVES OF THE STUDY

The objectives of this industry study are:

- o To provide an overview of the computer products and services industry and its structure in Malaysia.
- o To identify the areas of growth that best offer specific opportunities for Canadian suppliers.
- o To identify the market conditions and factors which will encourage Canadian computer products and services.
- o To identify local manufacturers or distributors who may be interested in either distributing Canadian computer products or going into joint-ventures with Canadian computer product manufacturers.
- o To discuss the business prospects of sales of computer products and services for the period of 1988 to 1990.

2.0 SCOPE OF WORK

Computer products and services cover a very wide range. For the purposes of this study, computer products and services have been classified under three main categories:

(i) Computer Hardware

This includes mainframes, minicomputers, personal computers and computer peripherals. Computer peripherals are further sub-classified into data storage devices, input-output devices and data communication devices.

(ii) Computer Software

Software is broadly separated into systems and applications software. Systems software would cover mainly operating systems and networking software. Applications software would include word processing, database and application generator software, spreadsheets, accounting packages and vertical software such as banking and finance systems, retail/point of sale systems, image processing systems, computer-aided-design and computer-aided-manufacturing and videotex systems.