

### 6.3 Personal Computers

Increasing mass awareness of computers has resulted in a proliferation of personal computer retailing establishments in recent years. Numerous brands are available in the local market. Competition is very keen here as well and is further complicated by the introduction of numerous "look alike" and "work alike" models as well as blatant imitations.

Competitors here include the three local PC manufacturers, Accent Technology, Microcomputer Systems and Compex. Of the distributors of imports, the more successful ones are those that have secured sole distributorships of popular brands. Many others are authorised dealers or value-added resellers that exist as a result of efforts by sole distributors to ensure a wider geographical reach of the personal computer market.

The sole distributors of popular personal computers are listed as follows:

<u>Sole Distributors</u>	<u>Brand</u>
1) Automation & Computer Engineering Sdn. Bhd.	Sanyo
2) Business Computers Sdn. Bhd.	NEC
3) CBA Office Systems Sdn. Bhd.	Fujitsu
4) Complete Computer Systems Sdn. Bhd.	Prime
5) Computer Base Sdn. Bhd.	Alpha Micro
6) Computer Systems Advisers (M) Sdn. Bhd.	ALR
7) Equatron (M) Sdn. Bhd.	Epson
8) Global Sistemaju Sdn. Bhd.	Wang
9) Hewlett-Packard (M) Sdn. Bhd.	HP
10) International Computer Malaysia Sdn. Bhd.	ICL
11) Mesiniaga Sdn. Bhd.	IBM
12) Microcomputer Centre (M) Sdn. Bhd.	Compaq
13) NCR Malaysia Sdn. Bhd.	NCR
14) Nixdorf Malaysia Sdn. Bhd.	Nixdorf
15) Olivetti (Malaysia) Sdn. Bhd.	Olivetti
16) P.J. Electronics Trading Sdn. Bhd.	Multitech
17) Pericomp-Sistech Sdn. Bhd.	AST
18) Uniphone Sdn. Bhd. (Apple Division)	Apple