

- * SAS Institute Inc, USA
- * Software Systems Associates (SSA), USA
- * Evergreen Technology, Canada
- * ATS Computercentre Pte Ltd, Singapore
- * Computer Assisted Learning Centre, Singapore
- * Omicron Management Software Ltd, UK
- * Ashton Tate (dBASE), USA

Users normally require software that has Thai-language capacity; imported software requires modification. The best potential market for imported software will lie in database management, programmers' tools, scientific and other specialised packages with less Thai language requirements.

Unlike mainframes and mini-computers, most micro-computer users emphasise software availability as they usually lack the resources to develop their application programs. Hence, they depend on easy-to-use software such as spreadsheets, word processing and data management tools which may be operated by non-technical persons.

Thai-language capacity is essential in marketing micro-computers and there are many software houses developing Thai general software for the micro-computer market. The major ones are R Lab & Consultant Co Ltd, Philos Creative Products, Micro Wiz Co Ltd and International Research Corporation Ltd.

Most of the general software packages for micro-computers are available in Thailand. They are widely copied and supplied by the vendors.

The problem of "pirating" software for mainframes and mini-computers is less critical due to the visibility of the users and the size of corporations or institutions that use particular software.

For mainframes and mini-computers, the value of system and utility software can be estimated at some 30% on top of the cost of the hardware. Off-the-shelf application packages cost approximately 30% and tailored software 50-100% of the hardware cost. The cost of having software exclusively developed to one company's requirement is still low compared to that in developed countries.

Section 4 : Demand Forecast

The expectation for forthcoming years is that the expansion of the Thai economy will be better than in the recent past with average annual Gross Domestic Product (GDP) growth during 1988-1991 estimated at 6% minimum.