

‘computer stores
arriving in volume’
1704



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Computer dealers are crowding shopping districts, and some analysts think the market is becoming saturated.

In Connecticut alone, the two major shopping districts, Buckland and the Berlin Turnpike, for instance, shoppers can compare equipment and costs at Nobody Beats the Wiz, Lechmere, Circuit City, Staples, and Office Max - all within minutes in one another.

Yet, computer retailers insist that there has been a need for more stores - specifically their own - citing a nearly constant updating of equipment and a growing emphasis on service. They also believe revenue potential remains because computers are constantly changing and more people are becoming curious about the Internet.

Still, many worry the market potential might be waning. Analysts believe the market is very close to being saturated, if not already there. there are only so many computers a person will buy, and only so many stores will a customer visit.