

# Market strategies of acer and asus

Business



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and Asus. Description: Both in terms of performance and price, notebook PCs are closing the gap with desktop PCs, and the desktop PC replacement phenomenon is becoming increasingly common.

In 2007, notebook PC shipments share of total PC shipments has a chance to reach 40%. In this rapidly growing and competitive market, Taiwanese companies Acer and Asus have maintained high growth rates, and their successes in the Asia-Pacific region, emerging markets, and Europe have attracted much attention. This report analyzes the product strategies, pricing strategies, and distribution systems adopted by Acer and Asus. Contents: Analyzes global notebook PC market development, including a shipment volume forecast for 2007 and shipment growth rates of major brand-name vendors; examines Asus and Acers notebook PC market strategies, including product strategies, price strategies, and channel strategies; looks at Asus and Acers R&D expenses, marketing expenses, and revenue by product type. Global Notebook PC Market Development and Competition Trends Acer Operational Status Product Strategy Channel Strategy Asus Operational Status Product Strategy Channel Strategy Comparison of Asus and Acers Strategies Operational Status Product Strategy Channel Strategy MIC Perspective Appendix Acer, Actebis, Asus, ATI, BMW, Compal, Dell, DesignWorksUSA, Digital China, Ferrari, HP, Ingram Micro, Intel, Inventec, Lamborghini, Microsoft, Nvidia, Quanta, Tech Data, Toshiba, WistronList of Tables Table 1 Acer Notebook PC Specifications Table 2 Acers Distribution Models Table 3 Asus Sales Share by Region Table 4 Asus Notebook PC

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