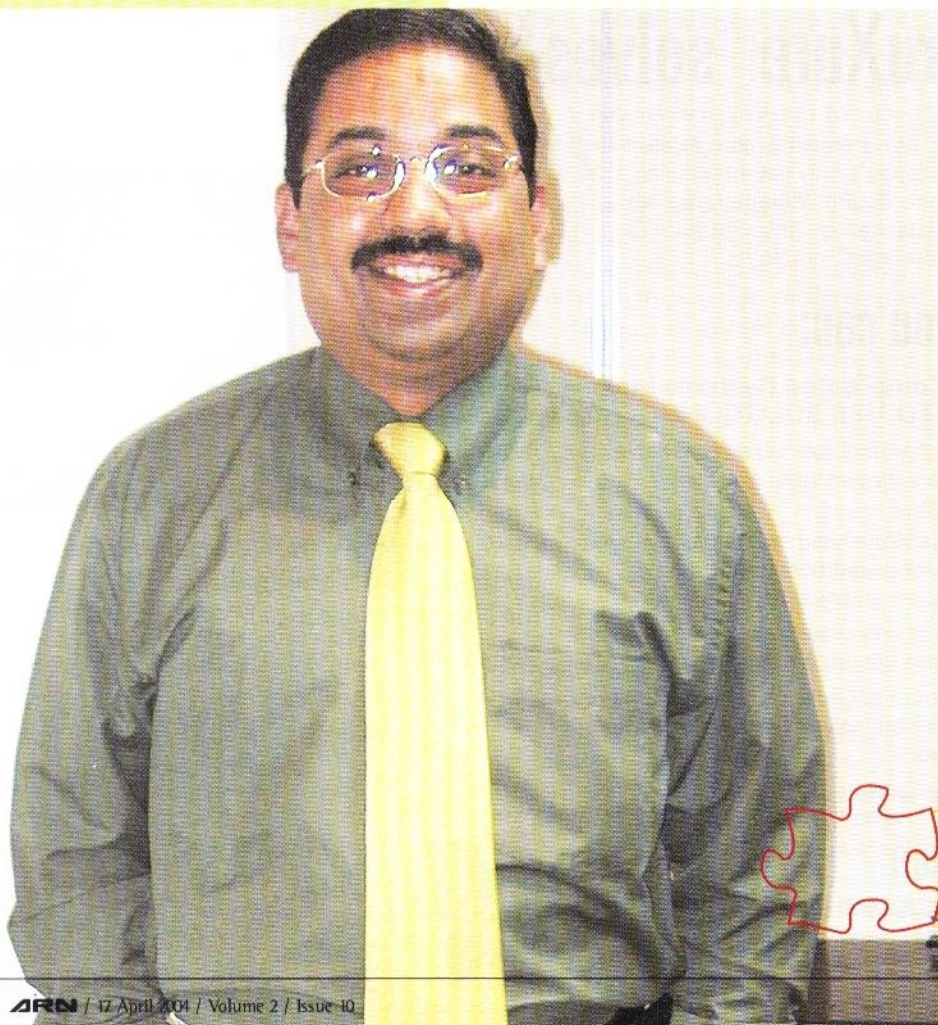


# Assembled PCs & the price game

WHITE BOXES CONTINUE TO SELL IN HUGE NUMBERS AND ARE DARLINGS OF HOME SEGMENT BUYERS.



The debate of branded PCs vs assembled PCs has been an old one. Assembled PCs or the White Boxes have played a dominant part in the IT market. It is a fact that cannot be wished away. Assembled PCs rule the roost, especially in developing economies. A reseller with access to all sets of components can easily turn into an assembler and service the customer who would be price conscious and demands a lower priced system than any available in the branded segment.

Sometimes, the categorisation of the grey market has been used to denote the assembler market, which is not a correct perception. However, there are many instances when the local assemblers can keep prices low and their margins higher by loading pirated software on the systems. This may also be done because the customer does not expect to dish out money for the expensive software licenses. However, the menace may be on the decline because of the recent raids in markets like the UAE by the authorities.

