

## PC Companies Get Practical Guide to Capturing Developing-country Markets

FOR IMMEDIATE RELEASE

Palo Alto, CA (PRWEB) June 4, 2007 -- While revolutionary low-cost technologies have received the lion's share of media attention lately, a new report on the PC market in developing countries argues that the time-to-market and potential pay-off for such products are long-term. Vital Wave Consulting, issuer of the report, suggests that PC companies aiming for near-term revenue growth in emerging markets will do well to focus on selling traditional PCs to young urban workers and doting parents.

In the report, *How to Increase Consumer PC Revenues in 12-24 Months: Strategies for Capturing Incremental Near-term PC Markets in Developing Countries*, likely consumers in Asia, Africa and Latin America are characterized by household composition and educational or professional aspirations.

Brooke Partridge, CEO of Vital Wave Consulting, explains that a clear understanding of incremental near-term market segments is an essential first step to capturing emerging markets. "While long-term market development is essential," says Partridge, "managers are evaluated on the basis of near-term performance. Our report characterizes the 485 million households comprising the near-term PC market in developing countries and explains how to accelerate consumer PC purchases with appropriate strategies and business models."

Based on extensive experience and research, including in-depth interviews with potential PC buyers in seven developing countries, the report offers some surprising conclusions relating to PC financing, Internet connectivity requirements, and consumer perceptions of computers. Most notably, near-term PC buyers prefer a traditional PC experience over lower-cost, limited-function portable devices. Ownership of a "real" PC has a strong enough association with social status and educational or professional advancement that lower-income consumers in emerging markets are willing to invest heavily to acquire one.

These findings, and corresponding recommendations in the report, have profound implications for multinational IT companies. Partridge explains, "Many assume that people living on a very low income will not buy PCs, or will buy only low-cost models, but that's clearly not the case. Computer companies can address the price sensitivity of emerging-market consumers and stay within their current operating models and product lines." With straightforward, specific business and marketing strategies, *How to Increase Consumer PC*

Revenues in 12-24 Months provides concrete data and recommendations for realizing revenues in unique, challenging, and profitable new markets.

### ***About Vital Wave Consulting***

#### About Vital Wave Consulting

Vital Wave enables accelerated revenue growth in emerging markets through strategic consulting, market research and business intelligence. Clients include multinational corporations in the information technology and telecommunications industries.

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