

WHY CHOOSE TOSHIBA?

1. Leader in mobile PC industry

Toshiba proved itself to be the leader in mobile PC industry by gaining No. 1 position in world wide market share. According to IDC 2000 Toshiba held 14.2 % market share worldwide, followed by Compaq 12%. Toshiba has consistently become No.1 position for years. From this facts, we can conclude that Toshiba is the leader in mobile PC industry. In addition, Toshiba has accumulatively sold 20 Million units of notebooks starting from its first launch of T1100 in 1985.

2. Technology Advancement

Toshiba proves itself not only as a leader in PC industry but also leader in technology advancement. The superb technologies start from Hot-Swappable on Tecra series, Plug & Play Docking Station, Auto resume and Power management innovation, Integrated rewriteable CD, and Built in Wireless modules has been invented and developed by Toshiba. All this features has become a standard in mobile PC. This is a real fact that Toshiba is the leader in technology advancement particularly in mobile PC technologies. One important factor for every time Toshiba invents new technology, Toshiba firstly has to make sure that the new technology is useful before they released the invention. Many notebook manufacturer invent the new-tech so fast, but unfortunately, it is not yet useful for mobile users

3. Widest Product Range

Until now, there are no notebook brands having as wide product range as Toshiba. Toshiba has five product lines starting from Satellite, Satellite Pro, Tecra, Portege, and Libretto. All these product lines are divided into many product

models such as Satellite value-line and Satellite value-performance line. Toshiba is aware that different customers have different preferences, budget, and purposes and therefore, customer need a wide product range so they can choose which one is the most suitable for them.

4. Vertical Integration of key components

Most of Toshiba components such as memory, battery, storage devices, and etc made by Toshiba. It is to make sure that every Toshiba products along with its integrated components is under Toshiba control. No other notebook manufacturer is able to do the same thing. The nearest competitor in vertical integration is IBM but they don't have vertical integration for CD/DVD

5. Integrated worldwide warranty

Toshiba offers limited worldwide warranty to all of its products. Many of other brands offer the same thing, however due to its experiences and huge sales distribution network worldwide, unsurprisingly, Toshiba can do much better than any other brands. Because when we are saying about worldwide warranty to our customer, they will not ask whether or not we have worldwide warranty but whether or not we are capable of implementing that complicated worldwide warranty. Then, Our smart customer will consider several things like how many offices worldwide one vendor has, How many manufacturer does one vendor has, etc before they can believe that you can provide them with good worldwide

warranty. With its huge resources, capabilities, and experiences, most people will be very sure that Toshiba can apply the worldwide warranty well.

6. Global Manufacturing Strategy

With Its five huge factory worldwide, Toshiba can control its product availability even in the longer period. What is the most worrying situation for our customer, particularly corporate customer is the parts is no longer available in the market. With five huge factories all over the world it won't happened. Besides, Toshiba

has already committed to keep minimum of 7 years part production. With the amount of notebook Toshiba sold (20 Million units), we can not say that we don't believe. If, for example one brand is only able to sell small amount of quantities, then how come they could manage and give a warranty that they will keep parts production for 7 years?

Regards,
Steven Law