

Computer Market of Bangladesh

Introduction:

Although computer market would mean only computer hardware to some people, a keen observation would reveal that the computer market in Bangladesh can be divided broadly into two sectors. Hardware sector and the software sector. Often these two sectors overlap. But distinct analysis should be done on each of it.

To explain the problems and prospects of marketing computers in Bangladesh we should, first, focus on the socioeconomic condition of the country.

Bangladesh is a so-called developing country with a huge volume of population and a very low profile of life standard. A great percentage (nearly 80%) of the total population of the country live under the poverty limit. Most of them even never have heard of a thing named computer. This is the story of our common people. But opposite of it is also present in the country. IT education is getting more and more popular in our country. Public universities and a good number of newly established private universities are doing well to give IT education among a great number of students. Besides IT students, all sorts of students, now, require computers for the purpose related to their studies. In view of this one can say that although the number of computer user as compared to the total population is small, it's not that small to just avoid. Moreover, in recent time, all of the organizations- industrial, business, commercial etc. all are using computerized data and information systems in their offices. The production industries are using computer controlled production systems. So, for all of these users, computer holds a great prospects in Bangladesh.

Problems of Computer Hardware Market

There are two types computer system that are sold in Bangladesh- Brand Computers and Clone Computers. The main difference between these two lies

in their place of assembling. For example if IBM company totally assembles a computer system and sells it, it's called a brand pc. On the other hand if a local seller assembles all of the different parts of a pc which can be manufactured in different companies, it's called a clone pc. In general Intel, Hewlett Packard, Apple, IBM, Seagate – are the manufacturers of all of the different components of a computer. But none of these world wide computer hardware manufacturers have formal distribution, sales offices, or dealers located in Bangladesh. However, many shops in Bangladesh offer these products. Clone computers possesses a big market in Bangladesh in order to fulfill the rapidly growing demand of IT in the country. Main reason of the huge demand of the clone pc as compared to the brand one's is that the former is of low price and so it remains within the reach of the middleclass families. There is a good number of sellers which sell brand as well as clone computers.

Most of the companies listed above not only sell computers but also does other things like computer hardware maintenance, software development, internet service providing etc. Some claims to be the authorized dealer of the computer manufacturing companies like IBM, Intel ,HP etc. But in reality , none of them is actually original dealer.

However the following points may be considered as distinct problems:

- *Unstable buyer*

The most of the potential buyers are from the middle class families. These buyers purchase a computer only occasionally and they afterwards either do not purchase or purchase in limited amount of other accessories. Sometimes accessories are scarce and some other times abundant. Thus a fluctuating demand is observed in the hardware market.

- *Poor post-purchase service*

Service is an important factor which influences buyer behavior. If post purchase service is available buyer is influenced to buy more product. In our country once a computer is sold it is forgotten. Although before buying big talk are provided to stimulate the buyer, the words are not kept in future. In this way the sellers are destroying the market by themselves.

- *Unavailability of brand computer manufacturers sales outlet*

In Bangladesh there is no qualityful brand computer manufacturers sales outlet. As we know, dependable sales outlet boosts the market, thus having no such quality sales outlet makes problem.

- *Polluted market*

Pollution is another big cause that destroys market. Selling low quality product making people fool, cheating the government to escape from the vat, etc. are some examples of pollution. Common trend of the prices of the computers shows that whenever a new product comes to the market, it comes with a huge cost. But after some days, when a later and advanced version of comes, its price goes down. A common trend remaining among our people is to go for the most advanced system with unnecessarily high cost. This, in one sense causes excessive and unnecessary expenditure of common people as well as less efficient utilization of the computer system. In other sense, the former group of components, which could've easily served the purpose of the customer gets obsolete and ultimately causes loss of the seller. The computer-marketing executives in our country should try hard to distribute proper knowledge among the common buyers about the right computer system that can fulfill their requirement. Recently, the Government of Bangladesh has made the import of Computer components and accessories free of tax so that common people can get computer with a minimum cost. But this also has created trend

among some dishonest people to smuggle computer toward neighboring country where the price of the computer system is high due to taxation. These people should be caught and punished.

Prospects of Computer Hardware Market Hardware

- *Huge buyer*

Although after the policy of reduced vat on computer accessories a large amount of people were able to buy computers, there are many more people to buy computer. If proper service is provided in all the corners of Bangladesh, a huge prospect of selling more machines is there.

- *Government policy*

Government may take several projects for promoting computer education in remote locations of Bangladesh. Moreover some proper steps may be taken to increase the use of computer. These will increase the potential of computer hardware market.

- *Potentiality of software market*

As hardware depends on softwares, if work regarding software industry is increased the requirement for hardware will also increase.

Problems of Computer Software Market

The software market of Bangladesh is a new evolved and growing one. Some believes that it have the prospect as comparable to the garments industries of Bangladesh. But there is big gap between expectation and reality.

The following problems are considered significant:

- *Lack of proper knowledge*

A large amount of people working in the information technology (IT) field have lack of proper knowledge. Many of them somehow obtained a degree from some computer education center, which itself have lack of knowledge. Thus a stream of people is getting involved in IT field and destroying the market.

- *Poor performance*

There are several examples regarding the problem that the softwares produced by Bangladeshi firms have low quality. They are full of bugs and merely stable. These poor performance has caused the potential software buyers to think bad about Bangladeshi softwares.

- *Government initiative*

Government have many things to do regarding the IT field. But any bureaucratic government process takes long time to execute. Government should provide high speed internet service available using submarine cable, build an IT city for promoting software market, etc. But government is doing nothing, or doing thing in a sluggish manner, which hampers the market.

- *Bad infrastructure*

The bussiness infrastructure of Bangladesh is not good. People still can't think of automation in their life. There are other related issues in this matter. Thus it creates problem to the software market.

Prospects of Computer Software Market

- *Out sourcing*

Now-a-days this type of work is getting popular in Bangladesh software industries. The international organizations design a software model, outline the required components and provide these informations in UML (Unified Modelling Language) format to the lower cost software firms. These firms then fill up the required body of the software, document it and return it to the international organization. Although profittable, this out sourcing type of job is diminishing the prospect of software desing in Bangladesh.

- *Data entry*

In many cases software requires some sort of entry of existing data into the system. This type of job have enormous prospect both in Bangladesh and international market.

- *Software for local companies*

Many of the local companies use softwares manufactured by companies of other countries. They can't rely on the software manufactured in our country. If they are convinced on the quality and support of local softwares a good market of software would rise.

Conclusion:

As a developing country, taking proper steps which boosts up the prospects as well as address the problem would bring good to us. Proper authority should take care the problems and prospect in this field and work accordingly.