

WINNING MIND SHARE

By Vinodhani Nair K.

Fujitsu Malaysia aims to win mind share first in the printer and scanner business before winning market share.

Scanners and printers have quickly made their mark in the business world in the past few decades. They have become essential business tools in the office environment today.

Their use in business has evolved and their importance is increasing. From mere basic operational needs

of the office, the scanner now plays a vital role in the document protection

arena while the printer is an indispensable output device for both business and leisure needs.

While the enterprise scanner market is a steadily growing one, the case is not the same in the mature market of printers – namely the dot matrix printer segment.

As such, how can one gain share in a market that is bordering saturation? The answer is gaining market share through winning some mind share, says Desmond Chan Tong Yap, President and CEO of Fujitsu (Malaysia) Sdn Bhd.

“We can gain better access into the market by winning market share not of the consumer market but the mind share of key decision makers in an organisation. We have to change the mindset of the market that this product is ideal for business. We have to focus this effort on the management level, as it is essential to win the views of key people in organisations,” says Chan.

He adds that in order to do that Fujitsu placed great emphasis on coming out with high quality products for this segment, such as its dot matrix printers.

“You must have a good brand of products that people can trust and when they do trust and like, say the printer, they would become

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repeat customers and also encourage people to use it. If the product is of inferior quality, then it also works against a brand,” he says.

Chan believes that a product would also do well not because of the brand image only, but because of word of mouth. It is also a good way of marketing a product.

“When it (product recommendation) is from a trusted source, you would definitely buy the product and use it because someone you know has used it and thinks it is good and reliable.

And this is how we believe we can gain market share for our products” he says.

MARKETS

For the digital imaging market, Fujitsu believes that the market will continue to grow rapidly, as it is one of the few peripherals that still enjoy double-digit growth in Asia.

This is due to several reasons and among them are an increased level of awareness and responsibility for organisations to keep archives in case of natural calamities.

Says Chan: “The awareness level for the Malaysia market is definitely growing, as there is visible demand



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