

14 OCT 2002  
KOMNAS-MARKET  
DH INFO TECH MOVES TO CAPTURE BIGGER MART FOR KOMNAS

SHAH ALAM, Oct 14 (Bernama) -- DRB-HICOM Information Technologies Sdn Bhd (DH Info Tech), has formed a strategic collaboration with seven establishments, in its efforts to penetrate into the personal computer (PC) market through its national PC, KOMNAS twenty20.

Today, it signed a Memorandum of Understanding (MoU) with the seven establishments here today namely Bank Simpanan Nasional, Angkatan Koperasi Kebangsaan Malaysia Bhd (Angkasa), Pos Malaysia, Telekom Sales & Services Sdn Bhd and three other DRB-HICOM subsidiaries -- Puspakom, EON Bhd and Scott & English Electronics Sdn Bhd.

DH Info Tech chairman Datuk Yatina Yahaya said that the new marketing strategy is aimed at reaching Malaysians nationwide, especially in the rural areas and to capture the 85 percent Malaysians who do not own a PC at home.

With this strategy, KOMNAS Twenty20 will reach more customers effectively including Sabah and Sarawak, she said at the signing ceremony, which was witnessed by Deputy Finance Minister Datuk Dr Shafie Mohd Saleh and DRB HICOM chairman, Tan Sri Mohd Saleh Sulong.

KOMNAS twenty20 will be available at selected locations of Kedai Telekom, Puspakom, Eon Bhd and Scott & English Electronic's distributions channels.

The MoU will set up strategic partnership with Pos Malaysia to deliver KOMNAS to the customers' doorstep, while BSN will provide the financing to the government workers through salary deduction of 36 to 60 months, managed by Angkasa.

Telekom Sales & Service Sdn Bhd, Puspakom, EON Bhd and Scotts & English Electronics will be KONMAS retailing outlets channels.

The public can now place their orders to buy the national PC at any of the selected outlets or telephone call center at 02-2052 7500.

KOMNAS was launched by Prime Minister Datuk Seri Dr Mahathir Mohamad on July 24, 2002 and to-date has fulfilled over 2,000 orders.

Yatina said that DH Info Tech expected to sell about 3,000 units of PC per month at 150 outlets by the end of this year.

"However, in the second quarter of next year, we are hoping to increase it by 18,000 units a month through the 900 outlets nationwide," she said.

Yatina said that DH Info Tech is actively developing new softwares and applications to enhance and upgrade the computing solutions offered through KOMNAS.

"For example, it will be incorporating the Bahasa Melayu translation of Mozilla, the web browser into the PC.

"We are also looking into being an active participant in the Open Office translation project, so as to incorporate it into the products," she said.

Yatina also said that DH Info Tech was ready to participate as a supplier, should the Employees Provident Fund (EPF) resumes its computer withdrawal scheme.

"We have met with EPF officials before the suspension of the scheme," she said.

However, at that time KOMNAS was not yet launched, she added. --

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