



To whom it may concern,

Re: Inquiry into IT Pricing

I recently started researching online for the purchase of a tablet device. I wanted to ensure that I was getting the right product at a competitive price. I settled on an ASUS Transformer Prime Android Tablet (TF201).

After reading the online reviews via various websites, I determined that the pricing in Australia for this product was between \$750 - \$800, not including any delivery costs. The instore pricing at various retailers closely matched this price range.

Further research lead me to a link on a US based website which listed the exact same product for \$500. Other websites from the US were similarly priced with the price ranging from \$450-\$500 (with standard shipping costs between \$50-\$100 dependant on the individual retailer)

This discrepancy is ridiculous. As a consumer I can purchase directly from US retailers and save myself considerable amounts of money, over purchasing these items within Australia. I would prefer to support the local economy when it is reasonable to do so. However, when I see a significant difference in price such as I have described, I have to ask exactly what Australian retailers are doing to inflate the price margins so significantly.

In a time where the Australian dollar is close to parity with the US, concessions need to be made to adjust product pricing to reflect current market values. This seems to be either blatant or negligent pricing gouging on behalf of the Australian retailers, with either online or physical retail stores.

Where these discrepancies exist, informed Australian consumers will continue to shop in more affordable markets and Australian retailers will only hurt themselves by insisting on this pricing method.

For your consideration, I have included website references from the online IT product review website, Cnet. These links are from their Australian and American websites respectively and highlight the obvious pricing difference between the two countries. These are the recommended/suggested retail prices in both countries.

<http://www.cnet.com.au/asus-transformer-prime-tf201-339325903.htm>

\$799.00 Australian price from the Australian Cnet Site

http://reviews.cnet.com/tablets/asus-eee-pad-transformer/4505-3126_7-35089447.html?tag=mncol;lst;1

\$499.00 MSRP (manufacturer's suggested retail price) from the US Cnet site

Regards

Daniel Nicholson