

You work for Comp Experts, a retailer specialising in computers for private use. The store manager needs a report on market trends so that he can decide what to offer customers. He has asked you to write this report based on some research you have recently carried out on tablet computers:

<b>Tablet Market Share Estimates</b>			
<b>Vendor / Brand</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
Apple	82%	65%	57%
Motorola	0%	2%	1%
RIM	0%	2%	2%
Samsung	11%	8%	10%
Nokia	0%	0%	3%
HTC	0%	2%	3%
LG	0%	3%	3%
Asus	0%	5%	4%
Amazon / Kindle	0%	3%	5%
PC OEMs (Dell, HP, Lenovo)	1%	3%	4%
Other	6%	7%	8%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Source: Company reports and Canaccord Genuity estimates*

Write a **report** for the store manager.

You should

- give reasons why customers prefer tablet computers to PCs and laptops
- present details from your research findings on market shares
- explain why you should always have a variety of tablets in stock

Divide your report into **sections** and give them **headings**. Write around **300 words**.

Notes (these will not be marked):

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