

Golden Rhino Awards 2003

LCD Monitor

Samsung takes the top spot once again with the highest ratings for reliability in the Golden Rhino awards 2003. From a range of LCD monitors to choose from, the channel unanimously declared Samsung as the winner. The first three winners are Samsung, Sony and Viewsonic in the LCD monitor category.

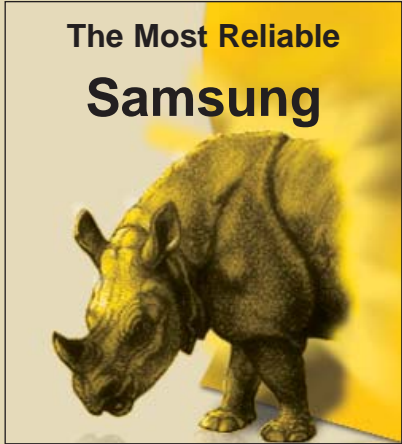
Samsung scored a high of 3.74 in the overall weighted average. Sony followed close at 3.57 and Viewsonic came third at 3.32.

Although LCD monitors haven't caught up in India the way it has in the west, there has been considerable growth in the past three years and this year promises to be good too as most channel members expect the prices to fall down, thanks to the 2003 budget.

Although the top three winners come marginally close in the rat-

ings, Samsung manages to edge out the competition. In reliability on arrival Samsung surged ahead with 4 points while Sony earned 3.6 and Viewsonic took the third spot at 3.56.

Apart from brand visibility and its successful mass-market strategy, the vendors need to focus



on the high-end business and a better channel policy to ensure higher margins and profitability. Manufacturers need to initiate a conscious shift in its strategy, placing a greater focus on channel satisfaction.

As observed, Samsung scored the highest of 3.87 for its warranty policy, while Sony earned 3.35 and Viewsonic took the third spot at 3.17.

Samsung's replacement speed was highly appreciated as the channel voted it the highest with 3.22. Apparently Sony also seemed to be high on the channel's favorite list as it scored 3.15, while Viewsonic earned the third spot at 3. However, the scores by themselves are not extraordinary and shows there is room for improvement.

The category of LCD monitors is bound to see more close competition in future and companies which focus more on channel needs could tilt the scale in their favor.

Criteria	Samsung	Sony	Viewsonic
Reliability on arrival	4	3.6	3.56
Reliability in first year of usage	4	4	3.56
Reliability in 1-3 years of usage	3.91	3.95	3.33
Warranty policy	3.87	3.35	3.17
Replacement speed	3.22	3.15	3
Weighted average	3.74	3.57	3.32