

## Re: FEEDBACK on [http://www.aspidshop.com/export/store/ ??](http://www.aspidshop.com/export/store/)

**Source:** <http://sci.tech-archive.net/Archive/sci.geo.satellite-nav/2004-06/1019.html>

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**Date:** 06/16/04

Date: Wed, 16 Jun 2004 17:04:22 +0000 (UTC)

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> *Some of them did not answer my request for a price match but already  
> started to lower the price on their site.*

Lower prices on sites are not a factor of your input on this one I am afraid – market forces are the thing that pushes down the prices. A number of UK Net shops are pioneering the price drop and margin shrinkage. Its true that ASPI can sell some of their products at less than the UK companies can buy them from GARmin so of course the UK retailers will be giving GARmin a hard time to drop transfer prices in the UK as well. In reality, from past experience GARmin will not drop prices like this as they do not want to reduce their margins.

My concern is one where you will find that the prices being so cutthroat eventually some of the retailers will go out of business and that cannot be good for the general marketplace.

I hear what you say about looking for your support from Garmin but in the online retailers in the UK there is a wealth of experience that is used daily for the presales discussions that go on with customers – this costs money but in my opinion is well worth it – most people who call us have very little knowledge of the GPS product and so we will spend a considerable amount of time advising and helping, as do others I am sure.

I am sure Aspid is probably an excellent company but don't ask the UK retailers to match prices as the UK retailers are not going to sell at a loss are they?

Traditionally the UK has been the cheapest in Europe for GPS – maybe with the expansion of the EU this will change :-)

I hope you eventually get your feedback on ASPID I notice that when someone gave you negative feedback (with poor command of the English language admitted) then you rather dismissed that out of hand. I also see you are

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currently the best marketing tool they have here and on pocketgps!

David

[www.gps4less.co.uk](http://www.gps4less.co.uk)