

Apple changes distribution policy in ČR

Prices for Apple products are decreasing by thousands of crowns due to a change in the company's distribution policy in the Czech Republic.

When Apple chose to contract AT Computers as a second distributor at the end of September, it also chose to take a more active role in distribution responsibilities in the country, according to experts.

"The retail prices and margins used to be determined by the sole distributor [Apcom], but now Apple has actively entered into the pricing," Marin Lér, a technology writer and consultant for the IT department of Czech Technical University, told The Prague Post. "The recommended price is now determined directly by Apple, and so the prices have dropped 10 to 15 percent and have reached the same levels as Western Europe."

Apple will also take over marketing, management and training, which will allow distributors to lower prices on the products by around 10 percent, Martin Harazim, the purchasing director for AT Computers, told The Prague Post.

"The distributors are now more logistics partners," Harazim said. "Before, the Czech system was more or less like an Apple branch in the Czech Republic."