

Synnex Tackles AV Space With Senzu

Distributor to bring its first TV and hi-fi vendor partner to market

Matthew Sainsbury (ARN) 09 March, 2010 17:21

Synnex has appointed Senzu to kick-start its AV market plans.

Senzu is a consortium of a number of Taiwan, Korea and Chinese vendors, offering the market a range of LCD/ LED TVs, mini Hi-Fi units, set-top boxes and Blu Ray/DVD players. Synnex product division manager, Darren Tan, said the distributor saw a big opportunity in the second tier AV space.



Tier-one players, such as Samsung and Panasonic, already have established logistics, but there are few second-tier vendors with a stable presence in the market, he claimed.

Initially, Synnex will be distributing to a small number of retail partners including Clive Peeters, Retail Adventures and Retravisio in Western Australia. The short-term goal will be to expand to additional retailers.

The AV space will be a strong complement for the distributor's established IT and consumer electronics, which showed strong results in the region in February.

"We're not initially looking for additional partners in the AV space, although if the opportunity comes along, we're discuss it. There is strong opportunity for logistics support in this space – products are typically bulky boxes," Tan said.

Senzu has appointed Ziad Yaacoub as its Australian sales manager to drive its local market strategy, as well as grow its in-house sales team. In a statement, he claimed Synnex's strong relationships in the retail space would give it the ability to launch Senzu products successfully in a highly competitive market.