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Toshiba unveils its European PC plans for next financial year, with hopes for double-digit growth across key verticals through a "more focused" distribution strategy.



“For us, last year was about refocusing and ensuring we put ourselves in the best possible position to thrive in a competitive sector. We focused on laying the foundations for a structure that gives us the freedom to forge deeper and even more effective relationships with our partners and end-users," the company says. "This was crucial in informing the direction we take our range of dedicated business devices and future solutions, as we take the unique step of assuming complete control of the design and manufacturing process.”

As such, the company will continue to focus on mid-market and corporate space through initiatives such as the pan-European "Make IT Work" campaign. Meanwhile its sales force saw a resource reshuffle, with three quarters of the European sales teams dedicated to liaising directly with end-users. The Toshiba pan-European call centre is also getting more sales resources in the name of direct communications with prospective clients.

The near future should see Toshiba Europe expand to encompass MEA, as well as a "more nimble" product development and production process via in-house product design and manufacturing in an own factory in Hangzhou, China.

“We believe the investments we are making across EMEA are creating strong conditions for growing our PC business in our core regions and sectors” Toshiba adds. “We’re confident in the strength of our renewed strategy and are aiming for double digit growth across these verticals.”

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