Local dealer is the biggest

Locally-based dealership Paragon Computers has become one of the largest Atari dealerships in Australia in just under 18 months of business.

It was only formed in November 1987 and sells Atari products exclusively, including the Atari ST range of computers, related hardware and software such as scanners, OCR's, video digitisers and peripherals.

According to the founder of Paragon, Phil Reeves, the company has been successful because of the emphasis he places on educating his staff on the full range of Atari products.

"We have been successful because we know the product we are selling and are enthusiastic about it," he said.

"Many computer dealers do not have the confidence to use the same computers they are trying to recommend to their customers.

"Our store uses Atari's for stock control, accounts management and general office administration and I believe this is why we sell more systems than other dealers.

"The customer can see first hand how the computer operates and that we have confidence in it.

"The customer has to feel confident that he is receiving the technical expertise he expects, so a dealer must spend time with each product and educate himself.

"I am too busy running my store during business hours to learn about new products, so I have a computer at home - I believe that is essential."

According to Mr Reeves many dealers will sell Apple or IBM because they don't realise how good the Atari ST is as it offers surprisingly good value for money.

"Many people are led to believe IBM is necessary and the main reason for that is the quantity of software available," he said.

"However, one important fact being overlooked is that it is not the quantity of software that makes a product good, it is the quality.

"Many of our customers come into the shop and want an IBM compatible.

"Most don't know why, they have just been told to get an IBM compatible.

"For many, the major use will be word processing and we do a demo on IBM then do the same demo on an Atari ST and they are always impressed with the Atari."

However, while Atari has been a major contributing factor to Paragon's success, it also has established a desktop publishing bureau offering straight contract facilities, scanning and digitising, video digitising with output to a laser printer or a Compugraphic machine.

"With Atari providing quality products and Paragon Computers providing the expertise and customer support, I believe DTP is just the first in a series of new ventures that will prove successful for Paragon Computers," said Mr Reeves.