You'll be charging markup, so you can count out people who'll be looking for value, and you can also count out gamers who like to put their stuff together.

The gamers that don't want to put anything together will likely head to a company like Dell, or others that build systems already. Those companies will do it cheaper because of economies of scale, and dealing directly with suppliers.

Casual computer users will just go to a BestBuy, or Costco and buy whatever system is cheap.

After all that, you'll have to then contend with companies like BestBuy, or Circuit City that may provide installation services; they are already established, and have name recognition, and may be able to offer better warranties, and guarantees.

Hate to say this, but if you use a 'buffet type' model in that customers would be able to buy many different brands, and parts, you wouldn't be able to sustain a decent profit margin.

It's not all bad though. You might be able to find a niche. One idea might be to create 'Media Center' computers that are small, not overly powerful, and are able to plug in to TV's, record shows, play music, and DVD's on a home theater system, and market them within your city.