



ENIAC: Expansion to the Brazilian Market

*The Collaboration Project with **MAGIST***





ENIAC

VS

MAGIST



Revenue: €14M



Avg. monthly revenue: €1.17M



Avg. order price: €710



Avg. item price: €540



Revenue: €12M



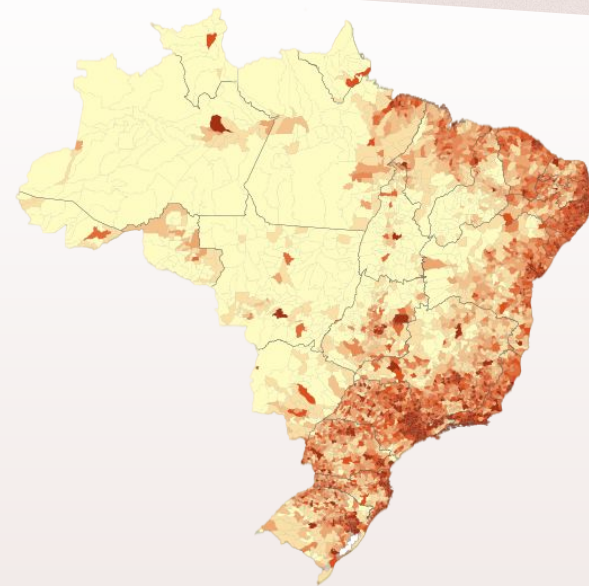
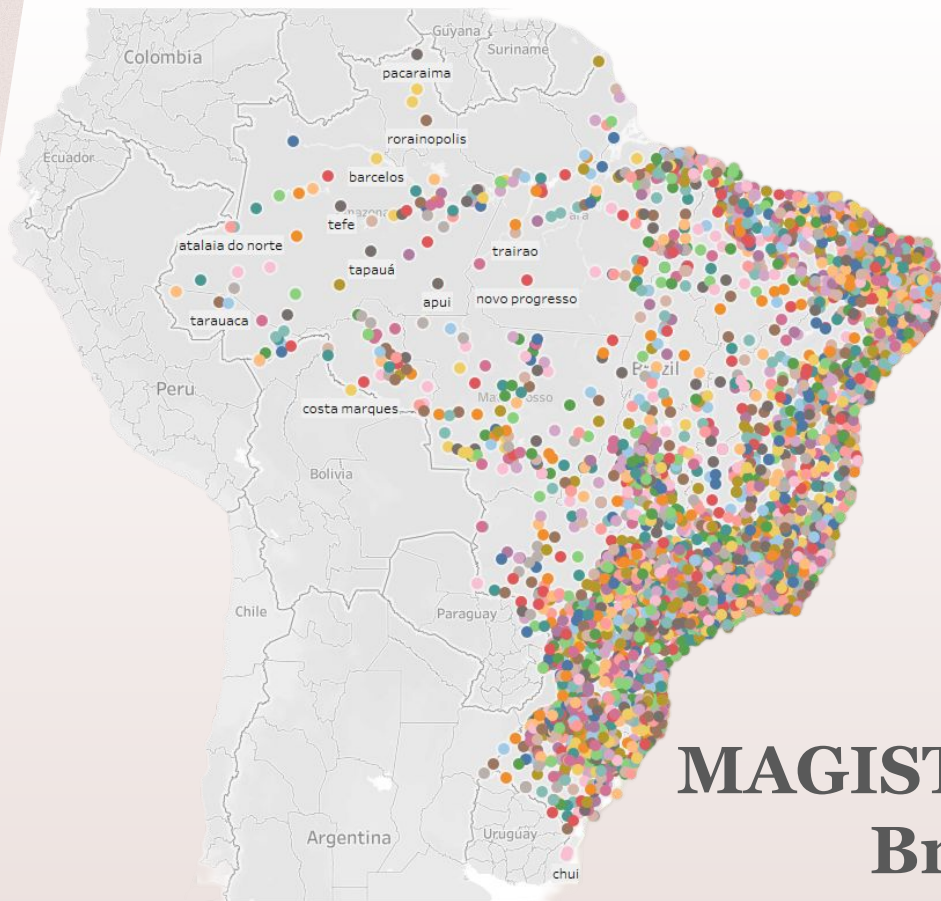
Avg. monthly revenue: €0.99M



Avg. TECH order price: €110



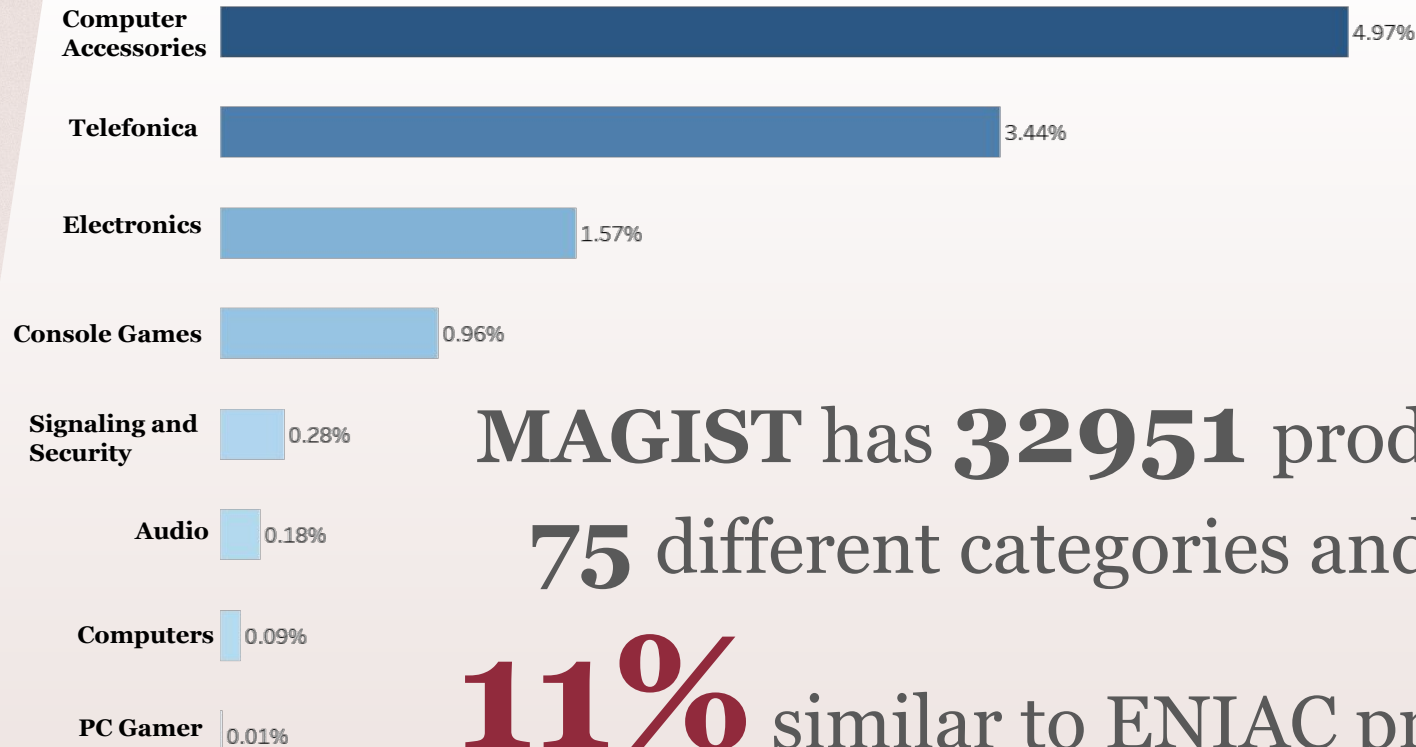
Avg. TECH item price: €110



Brazil's Population Density

https://en.m.wikipedia.org/wiki/File:Population_density_Brazil_2020.svg

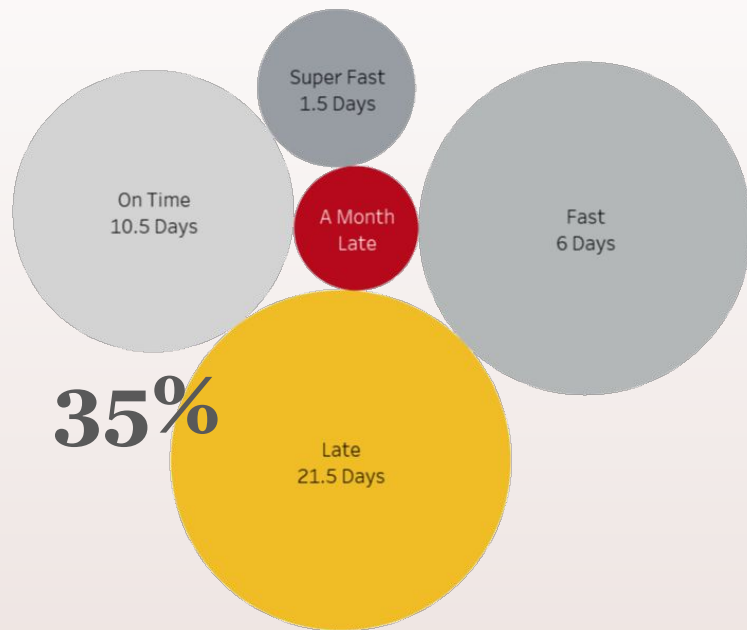
**MAGIST has a good coverage of
Brazilian Market**



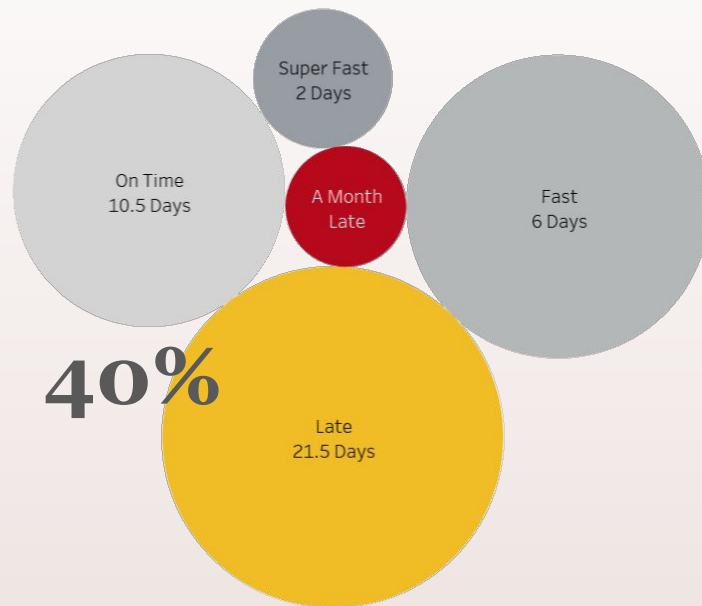
MAGIST has **32951** products in
75 different categories and only
11% similar to ENIAC products.



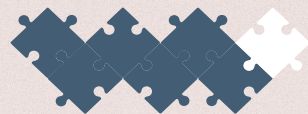
Deliveries are **late** with MAGIST



Average Delivery Time **12 Days**
(for **all** products)



Average Delivery Time **13 Days**
(for **Tech-Products**)



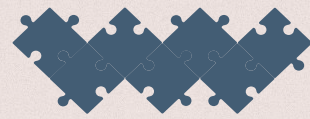
MAGIST

Pros:

- Good **logistic** coverage
- **Cheap** delivery **fees**
- **Good** understanding of the brazilian **market**

Cons:

- Only **11% of Tech products** (revenue **0.25M**)
- High delivery time - average: **12-13 days**
- **Not specialized** in dealing with one branch - too many diverse, unrelated products
- The products that line up with **Eniac** products are only a **fraction**



Eniac's Own **Test Project** In Brazil

- A Time/Cost Analysis
- Comparative Cost/Benefit Analysis

Thank you!

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