

***Is Magist a good  
choice for Eniac?***



# 1. Magist has very **Limited** Tech Products



15% only

TECHNOLOGY  
PRODUCTS

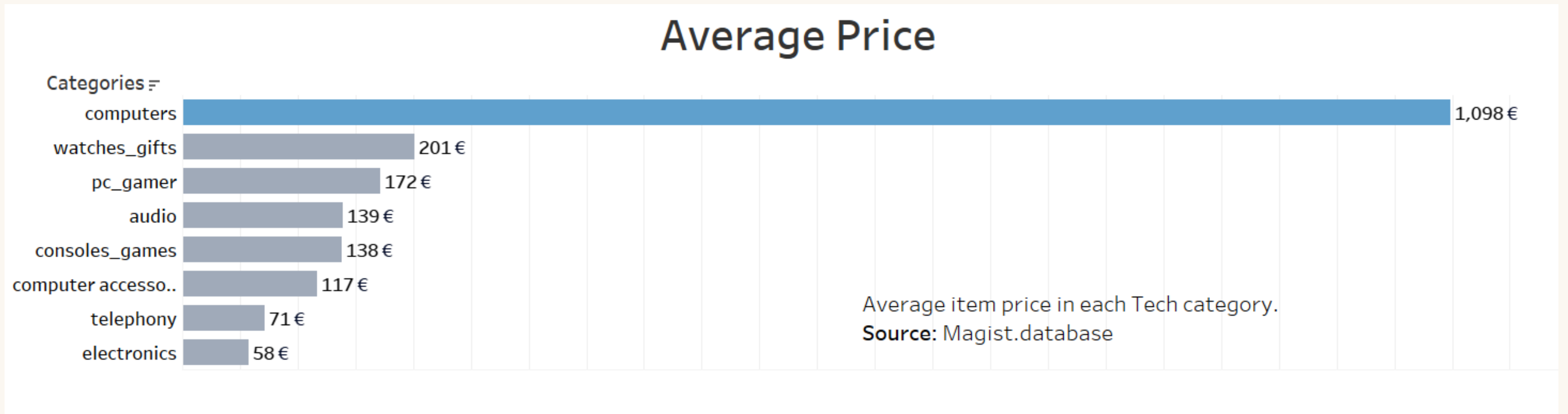


## 2. In-expensive products

Based on statistics from April 2017 to March 2018,

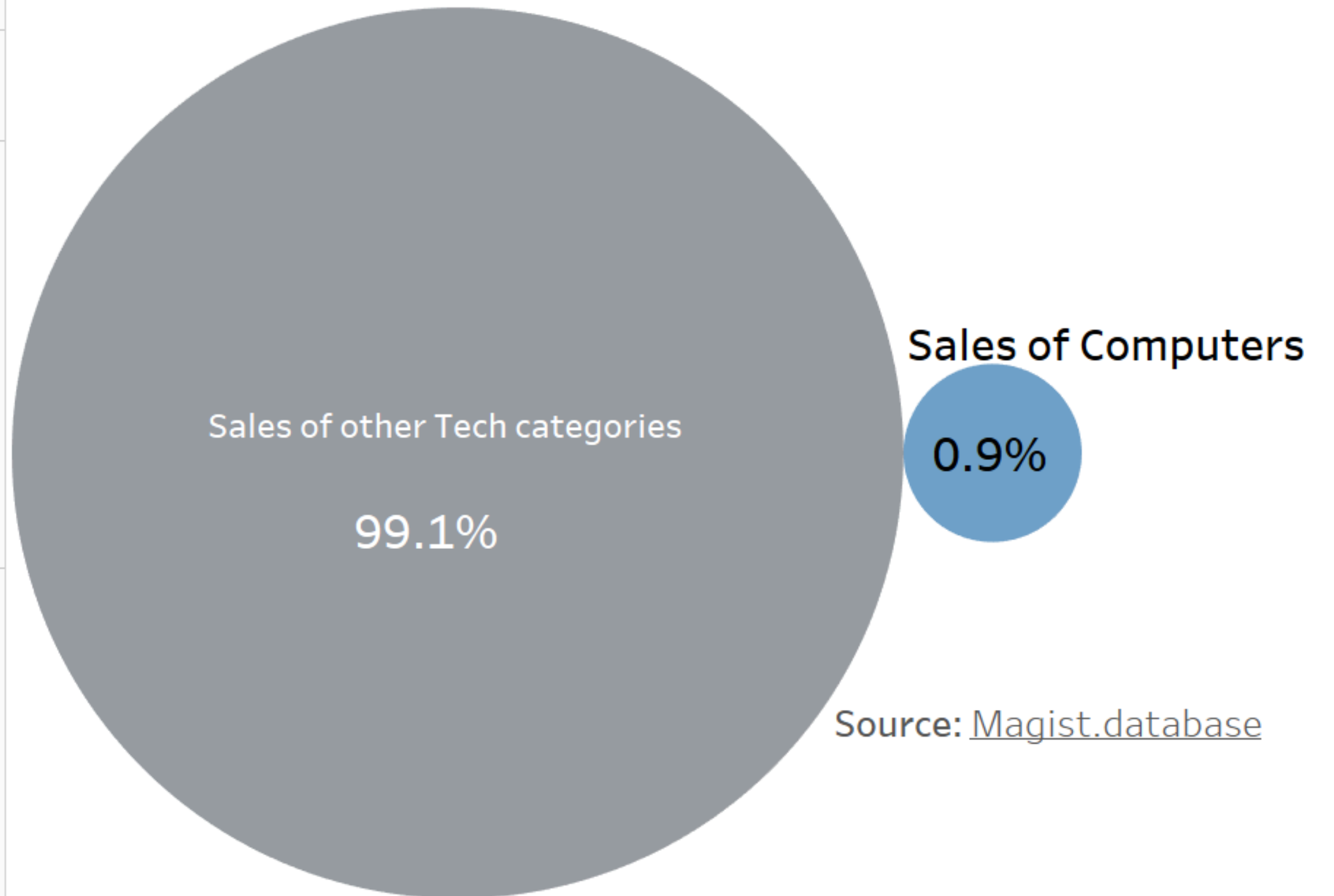
- The *Average price* of a Tech item in **Magist** is **130.5€**.
- The *Average price* of a Tech item in **Eniac** is **540€**.

### 3. The **Expensive** category has very **Low sales**



**Not popular for  
Expensive products.**

Expensive category has the **Lowest** sale



Source: [Magist.database](#)

## 4. An Extended delivery period

- Average 13-days delivery period.
- Delayed orders (6.7%).



## To Conclude:

- **Fewer Tech items**
- **Lower prices**
- **Unpopular for expensive products**
- **Long delivery period**

It makes **Magist** a **less desirable** choice.

# Recommendation:

Partnerships with vendors offering **more tech products, competitive pricing** strategies, and **improved logistics** for **fast deliveries**.



# THANK YOU

● FOR YOUR NICE ATTENTION

## Questions?