

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



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



15% only

TECHNOLOGY
PRODUCTS

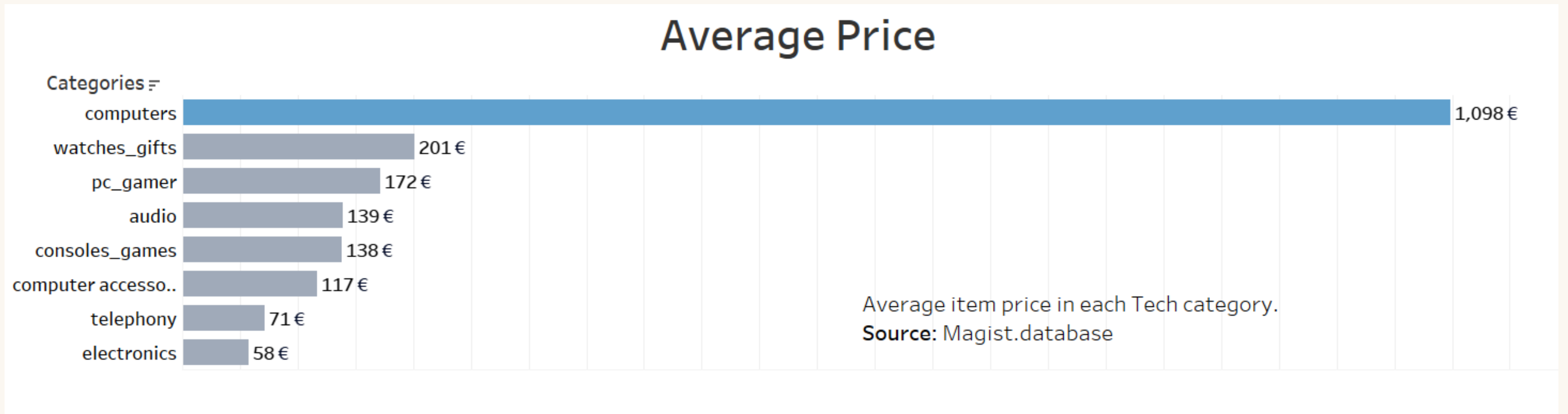
A pink starburst shape with six points.

2. In-expensive products

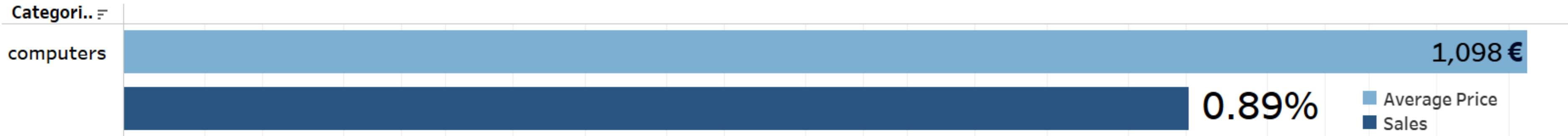
Based on statistics from April 2017 to March 2018,

- 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**



Average Price and Sales



Source: [Magist.database](https://magist.database)

Not popular for **Expensive products.**

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?