



# Is Magist a Good Delivery Partner?



eniac

# Partnership Overview

<b>ENIAC</b> <b>(Spanish Tech Company, 2008)</b>	<b>MAGIST</b> <b>(Brazilian SaaS Company)</b>
 <b>Apple-compatible accessories</b>	 <b>Connects SMEs to major marketplaces</b>
 <b>€14M revenue, €540 avg. item price</b>	 <b>Stock, order &amp; shipment management</b>
 <b>Own e-commerce stores, full supply chain control</b>	 <b>Low-cost logistics via public Post Office</b>

# Key Considerations for Eniac

- Partner aligned with high-end tech products
- Faster deliveries for better customer satisfaction

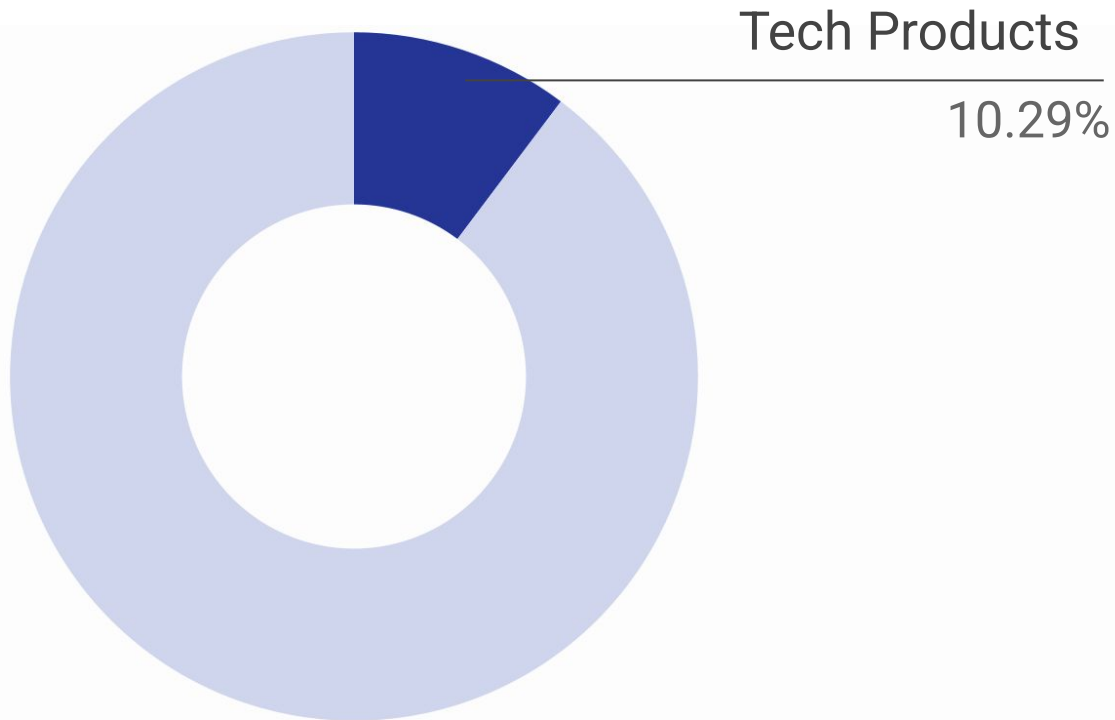
# Brazil Ecommerce Behavior (2017-18)

- **Electronics** were the top-selling online category in Brazil (2017).
- **52%** of consumers prefer local e-commerce sites.
- **50%** of buyers shop cross-border, but **44%** abandon purchases due to **long delivery times**—fast shipping is crucial.

# Scope and Scale of Magist

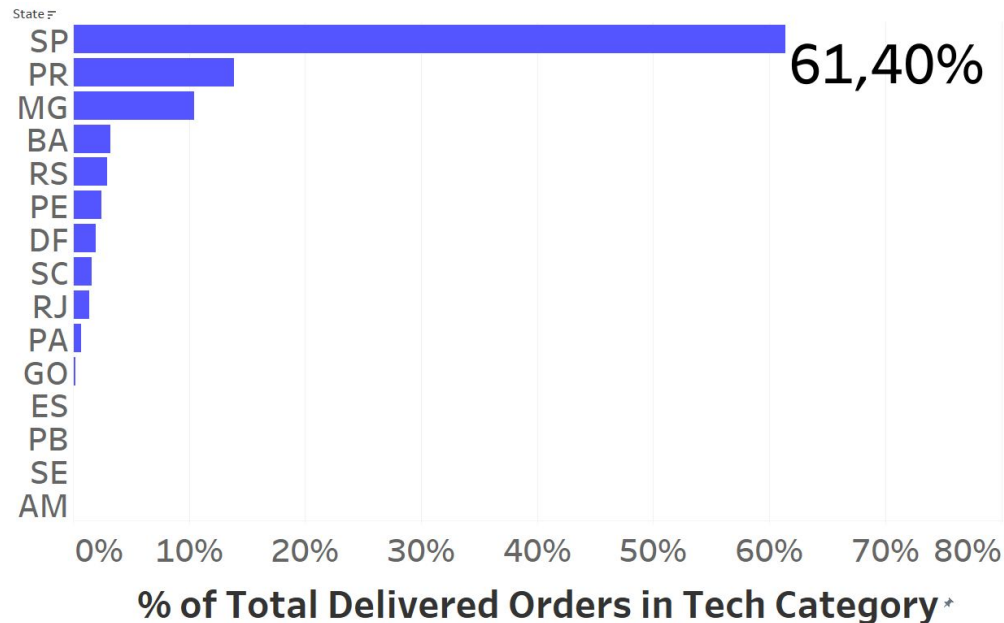
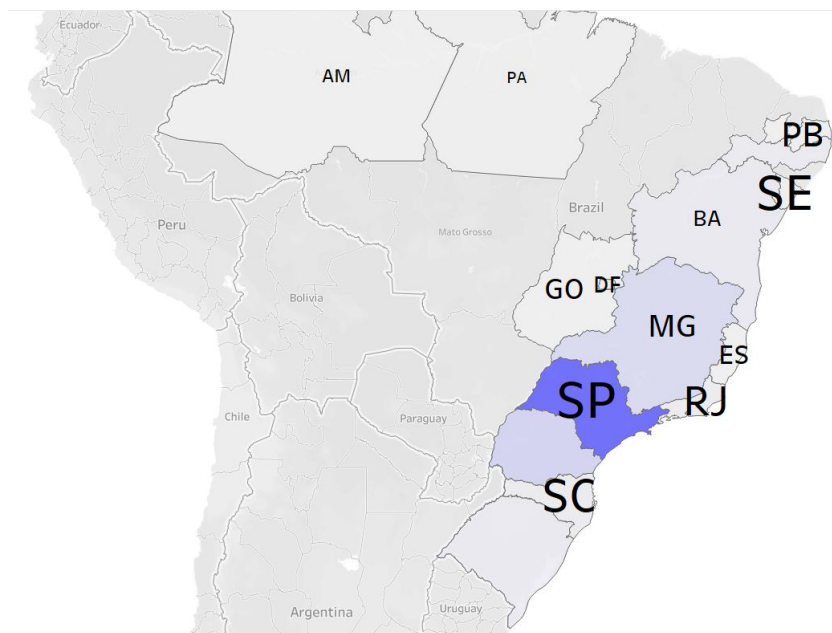
## Tech Categories:

- Audio
- Computers
- Computer accessories
- Electronics
- Tablets
- PC gaming
- Telephony

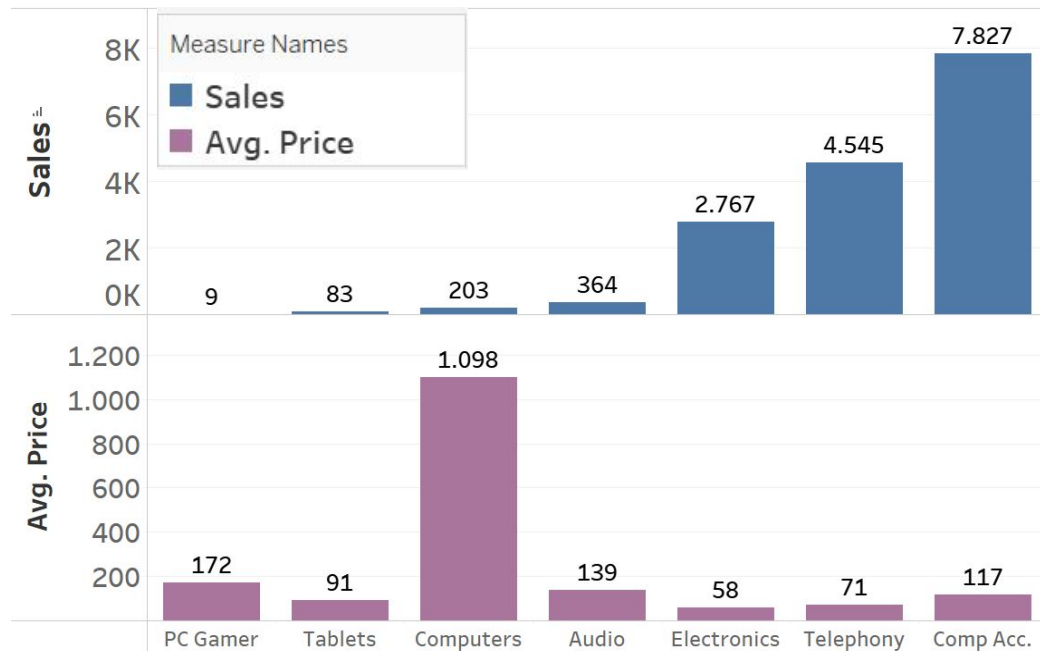
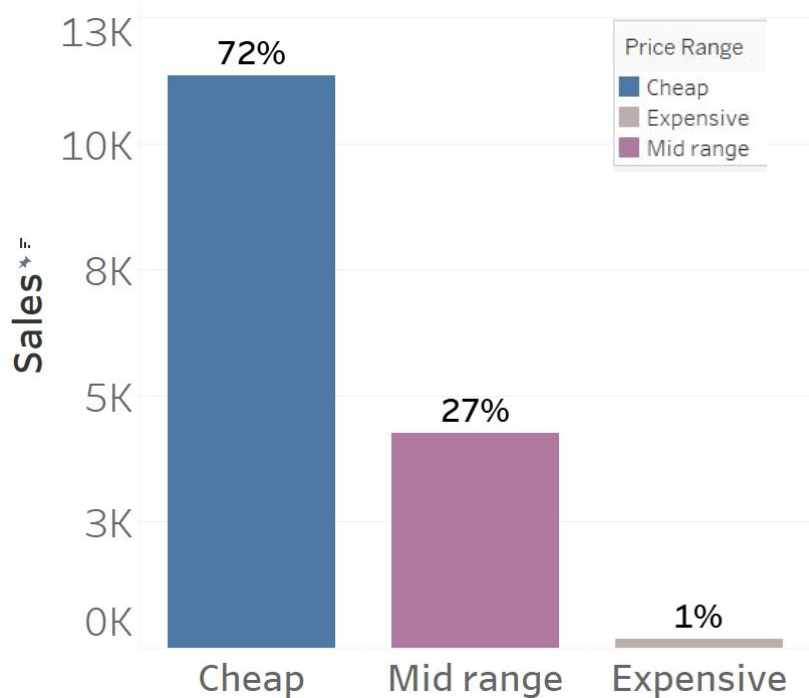


# Scope and Scale of Magist

- **Sao Paulo** has **61.4%** of Magist sales in tech products



# Expensive Tech Products 1% of Total Tech Sales



## Price Category for Analysis:

Expensive: Price > 1000€

Mid-range: Price between 100-1000€

Cheap: Price under 100€

# Delivery

Average Delivery Time in Days





# Is Magist the Right Partner for Eniac's Expansion?

3 Year Contract is a **HIGH-RISK** Move

## Critical concerns

### 1. Scope and Scale

- It does NOT have a highly tech-specialised portfolio.
- NO access to relevant high-end tech-product-platforms.

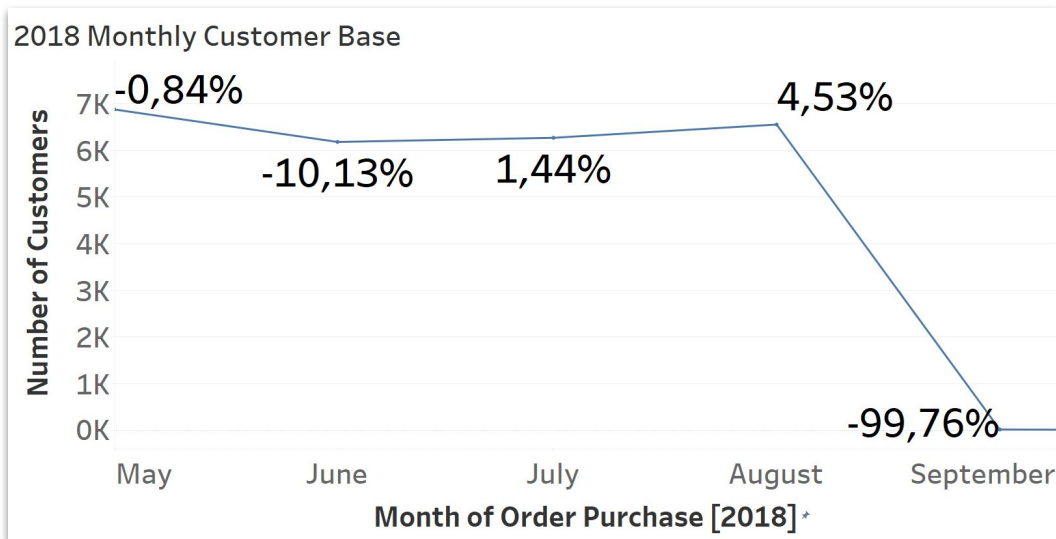
# Risks

## 2. Delivery Issues

- Long delivery time: 9 day in average (2018).
- Given that **44%** of Brazilian consumers abandon purchases due to **long delivery times**, this raises concerns about customer satisfaction.

## Critical concerns

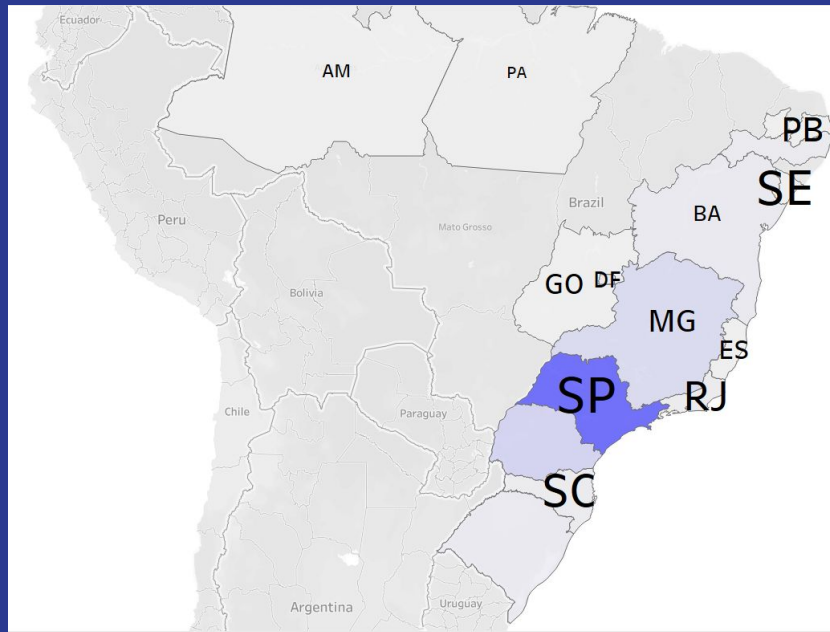
### 3. Lack of Information



- **Brand information** - Does Magist already sell Apple products?
- **Drastic decrease in customer base** from August to September in 2018???

## ● Positive sides

- Localized expansion



- Sao Paolo has **61.4%** of Magist sales in **tech** products

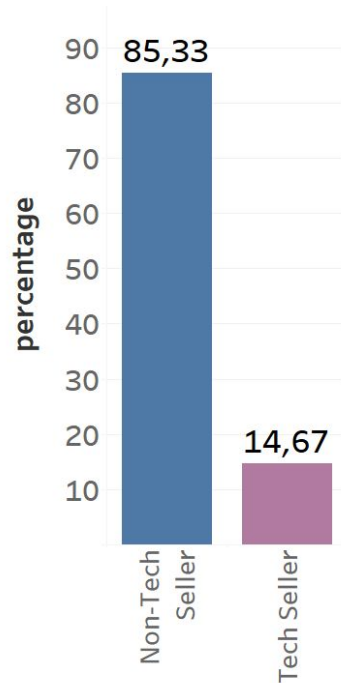
**Thank you for your attention!**



Any Questions?

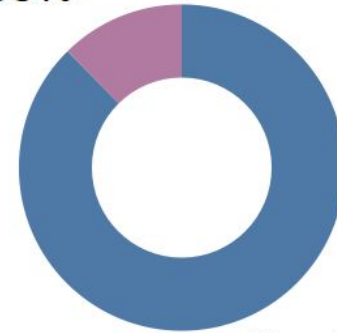
# APPENDIX

Number of Sellers



Total Revenue by Sellers

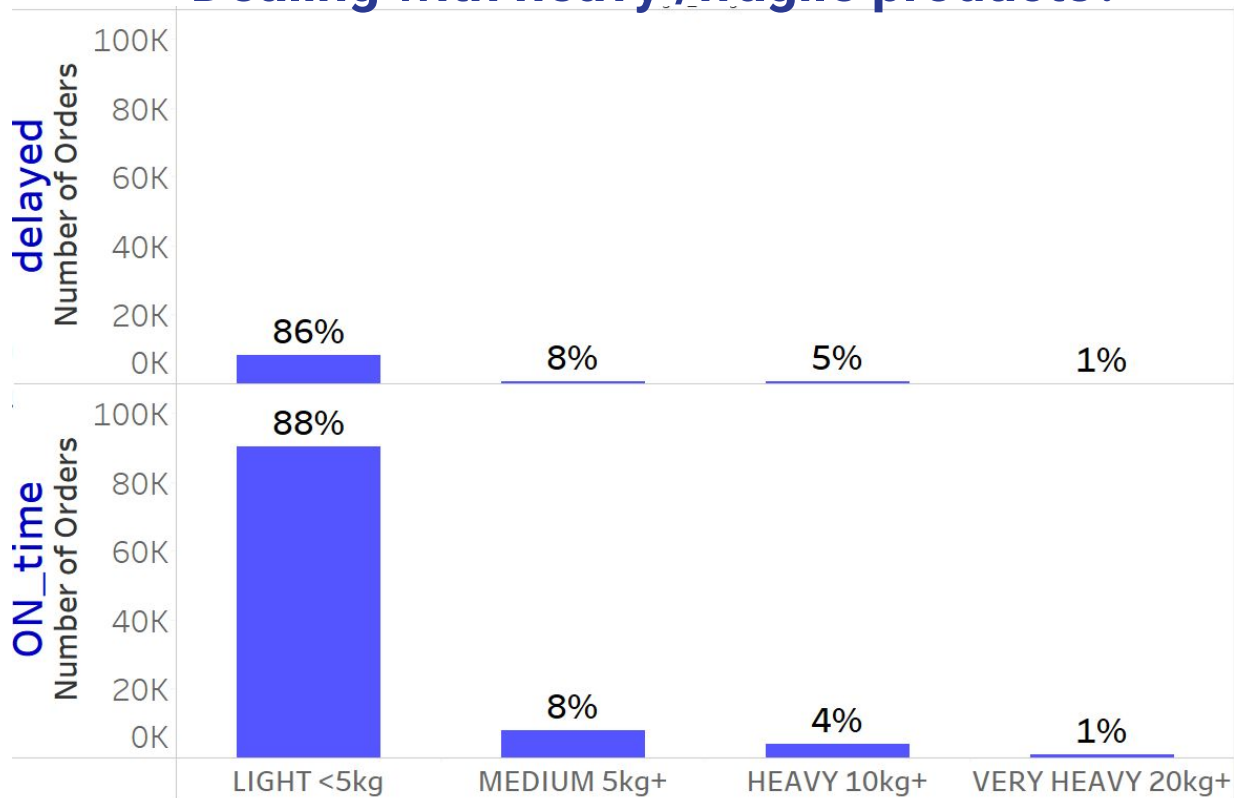
Tech Sellers  
12,35%



Non-Tech Sellers  
87,65%

# APPENDIX

## Dealing with heavy /fragile products?





# APPENDIX



<https://www.pagbrasil.com/blog/news/brazil-ecommerce-report-2018/>