

Evaluating Business Synergy: Strategic Insights and Recommendations for Magist - Eniac Partnership

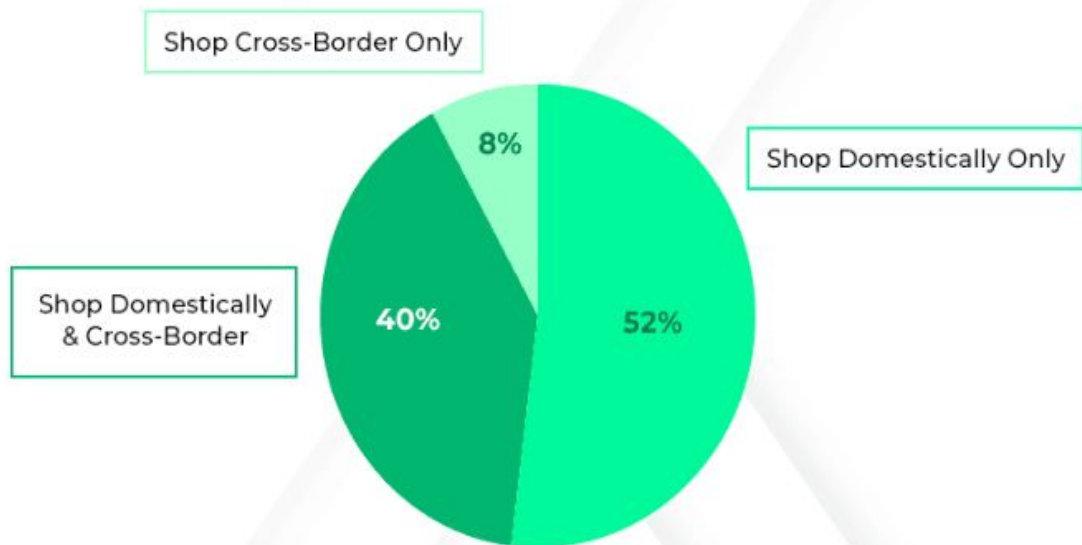
To consider

- ❑ Is Magist a good fit for Eniac's high-end products?
- ❑ How is Magist delivery service?
- ❑ Is Magist a good provider of customer service?

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Market Overview

E-COMMERCE SHOPPING IN BRAZIL



Year 2018

Eniac

- ❏ High-end Apple product online retailer based in Spain

Magist

- ❏ Retail service company based in Brazil

Source : E-Commerce Report, Brazil (2018 Data)
<https://www.ecommercewiki.org/reports/765/brazil-ecommerce-report-2018-free>



Three years data with Magist

Market Study

Magist data for three years
(10.2016 - 10.2018):

~ 16% out of all products sold
cater to the “tech” category.

Top 3 Tech categories from the 16%

- ❑ Computers accessories
- ❑ Telephony
- ❑ Electronics



Market Study

The average price of the sold products:

- ❑ Eniac: 710 Euro
- ❑ Magist: 110 Euro

Popularity vs. Price in Tech Products:

The most popular products:

↓
Cheap products



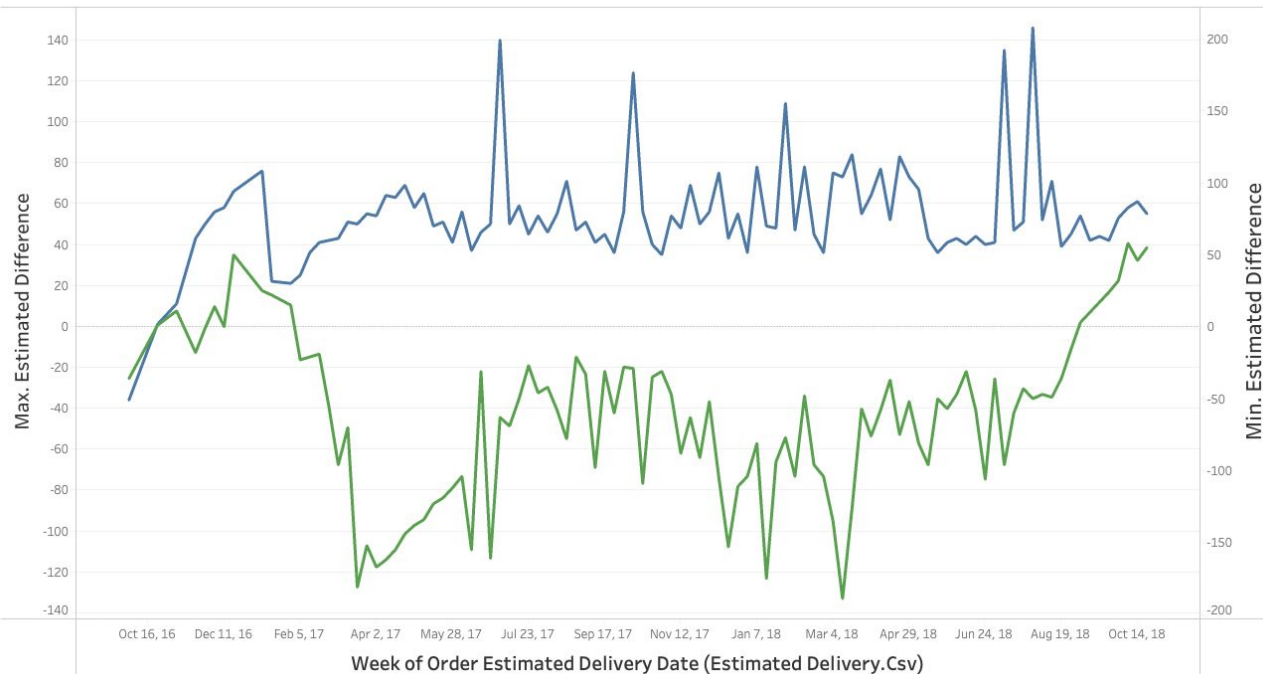
Cheap price: 0 - 100 Euro

Normal price: 100 - 1000 Euro

Expensive price: > 1000 Euro

Logistics

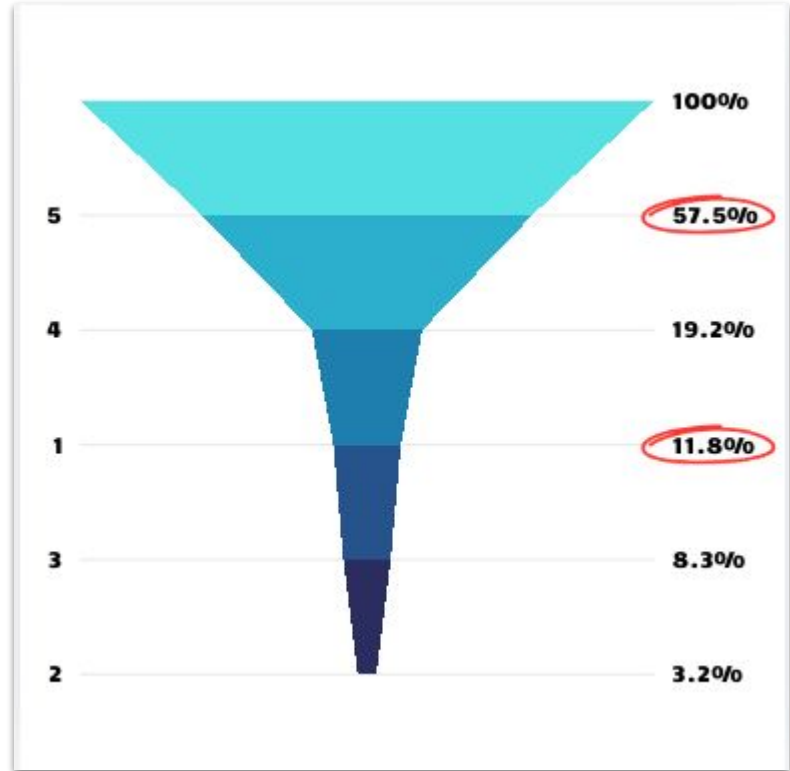
Deliveries on time VS estimated



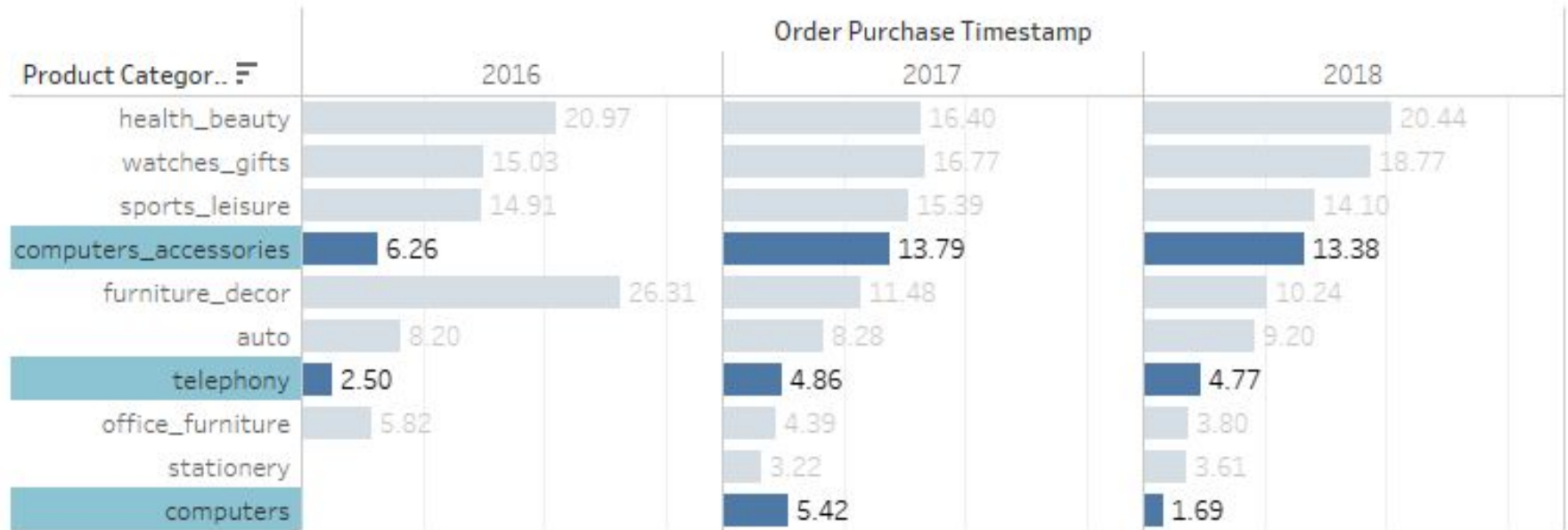
- Magist average delivery to customers is 12 days.
- Delayed deliveries (2%)
- Early deliveries (95%)

When talking about customer satisfaction

Order reviews has 57% high score and 12% low score



E-Commerce : Year Lookout (2016-2018) by Percent



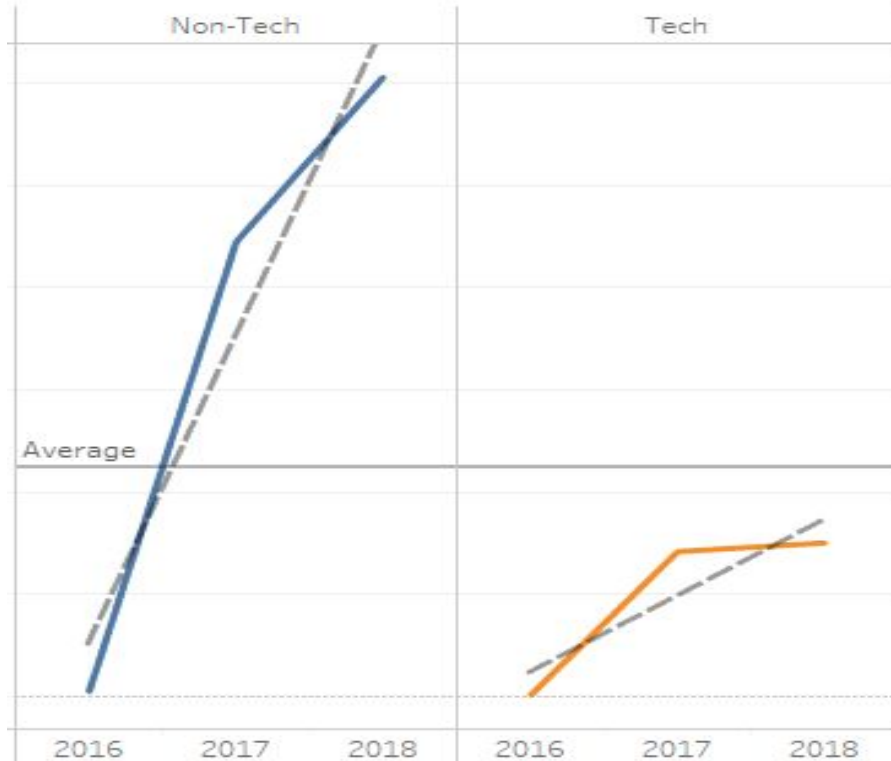
Interesting to note that foray into Computers was from 2017

Market Study

Logistics

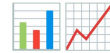
E-Commerce

E-Commerce : Avg. Seller Earnings



Remark:

Rising revenues, but
Non-Tech stays
below average
earnings line.



Conclusion

****We need more actualized data to make a better decision.****

It would be better to sell only lower price products with Magist.

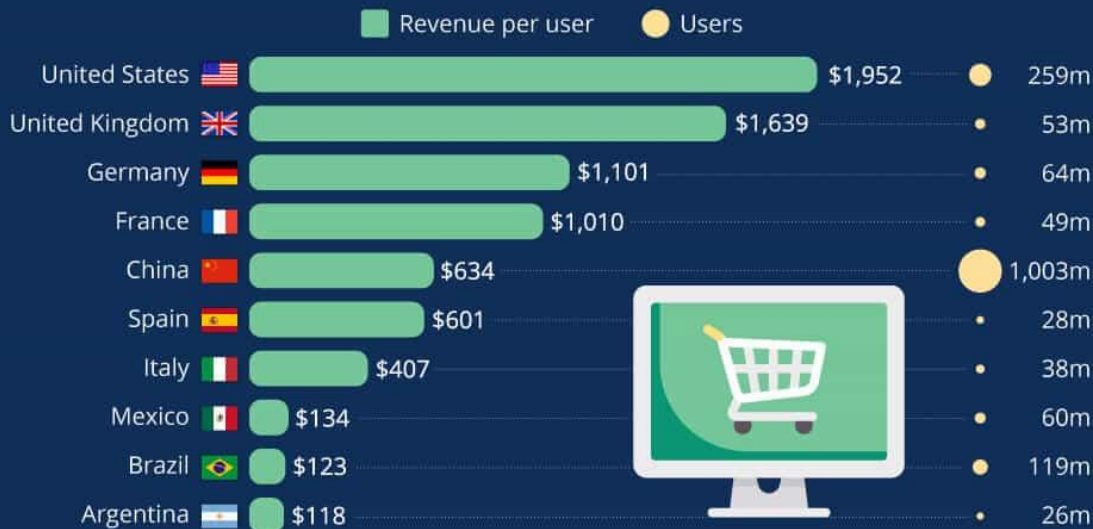
Our suggestion overall is that Magist, even though it shows growth and good customer service; it is not enough for Eniac to hire the company for its expansion to the market of Brazil.

BONUS SLIDES

Global E-Commerce Overview

A Closer Look at Global E-Commerce

E-commerce revenue per user in U.S. dollars and number of users in 2018*



Estimate. Date as of October 2018

* Sale of material items to end consumers over digital channels (B2C) through computers and mobile devices



@StatistaCharts

Source: Statista Digital Market Outlook

statista

Market (Year 2018)

Eniac

- High-end Apple products based in Spain

Magist

- Software company based in Brazil

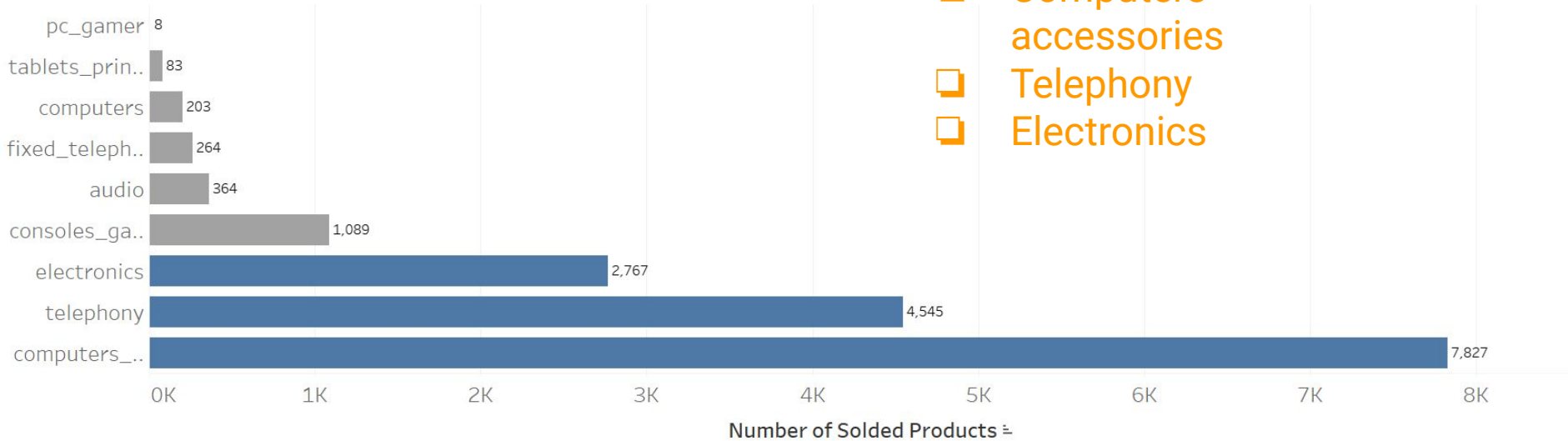
Source :

<https://blog.dsmttool.com/wp-content/uploads/2018/11/Global-eCommerce-Statista.jpg>

Tech products in Magist

Top 3 Tech categories from the 16%

- Computers accessories
- Telephony
- Electronics



Delayed vs early deliveries and AVG

delay_range	weight_avg	max_weight	min_weight	sum_weight	orders_count	
> 16 or more day Delay	2544.3150	30000	50	3465357	1239	
9-15 day delivery	2727.6746	30000	50	3906030	1311	
Early delivery	2075.5675	40425	2	222851609	93920	

Customers satisfaction

```
0
7 • SELECT review_score, (count(review_score) *100 / 98371)
8 FROM order_reviews
9 GROUP BY review_score
10 ORDER BY review_score DESC;
11
```

100% 14:9 1 error found

Result Grid



Filter Rows:

Export:

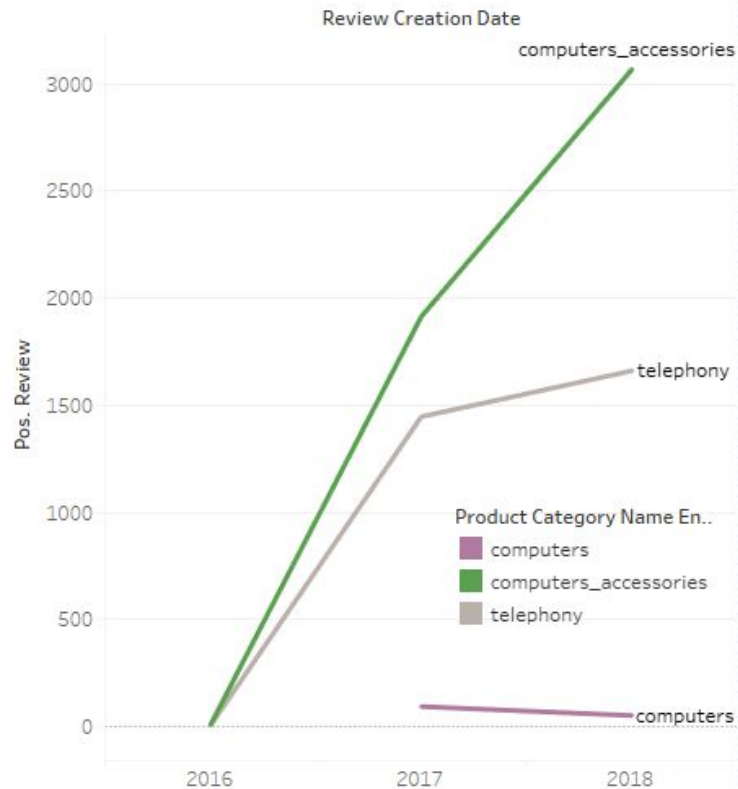
	review_score	(count(review_score) *100 / 98...	
	5	57.5302	
<input type="checkbox"/>	4	19.2425	
	3	8.2545	
<input type="checkbox"/>	2	3.2103	
	1	11.7626	

Market Study

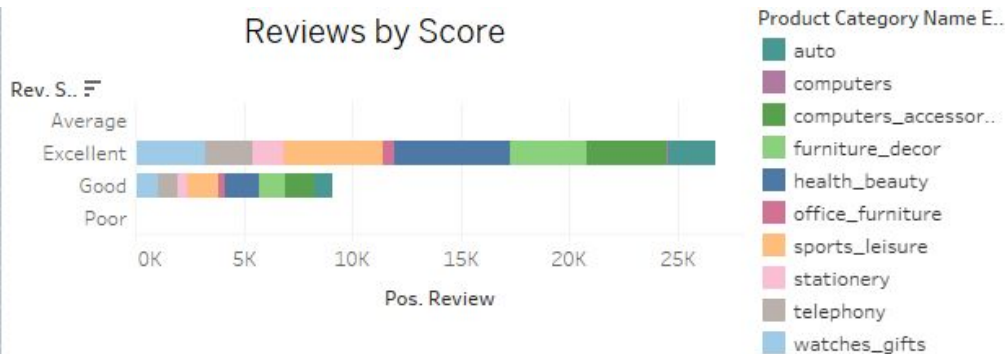
Logistics

E-Commerce

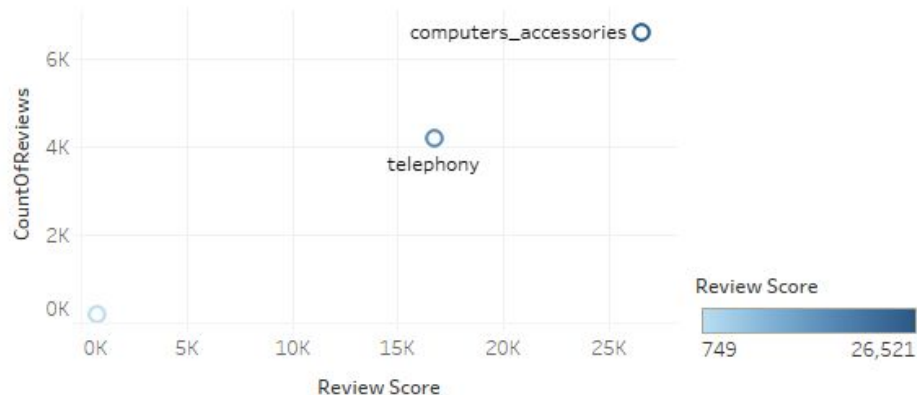
Review Trends Over Time:



Reviews by Score



Review Score vs. Count of Reviews:



BACKUP SLIDES

Visualizations

E-Commerce

Graphs

Market grab

Logistics

Graphs

Avg. Delivery Times

Customer
Satisfaction

Graphs

Customer Ratings

Analysis & Study

Revenue

Data

Revenue Vs. Order

NO data

Tech Products

Data

Tech Sellers Vs. Order

Delivery
Performance

Data

No. of Orders

Delivered on Time

Anything else