



Expansion Plans in the Brazilian Market

Strategic Insights and
Opportunities for Eniac

Partnership with MAGIST?

Product Fit and **Delivery** Logistics

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MAGIST'S Tech Portfolio

10%

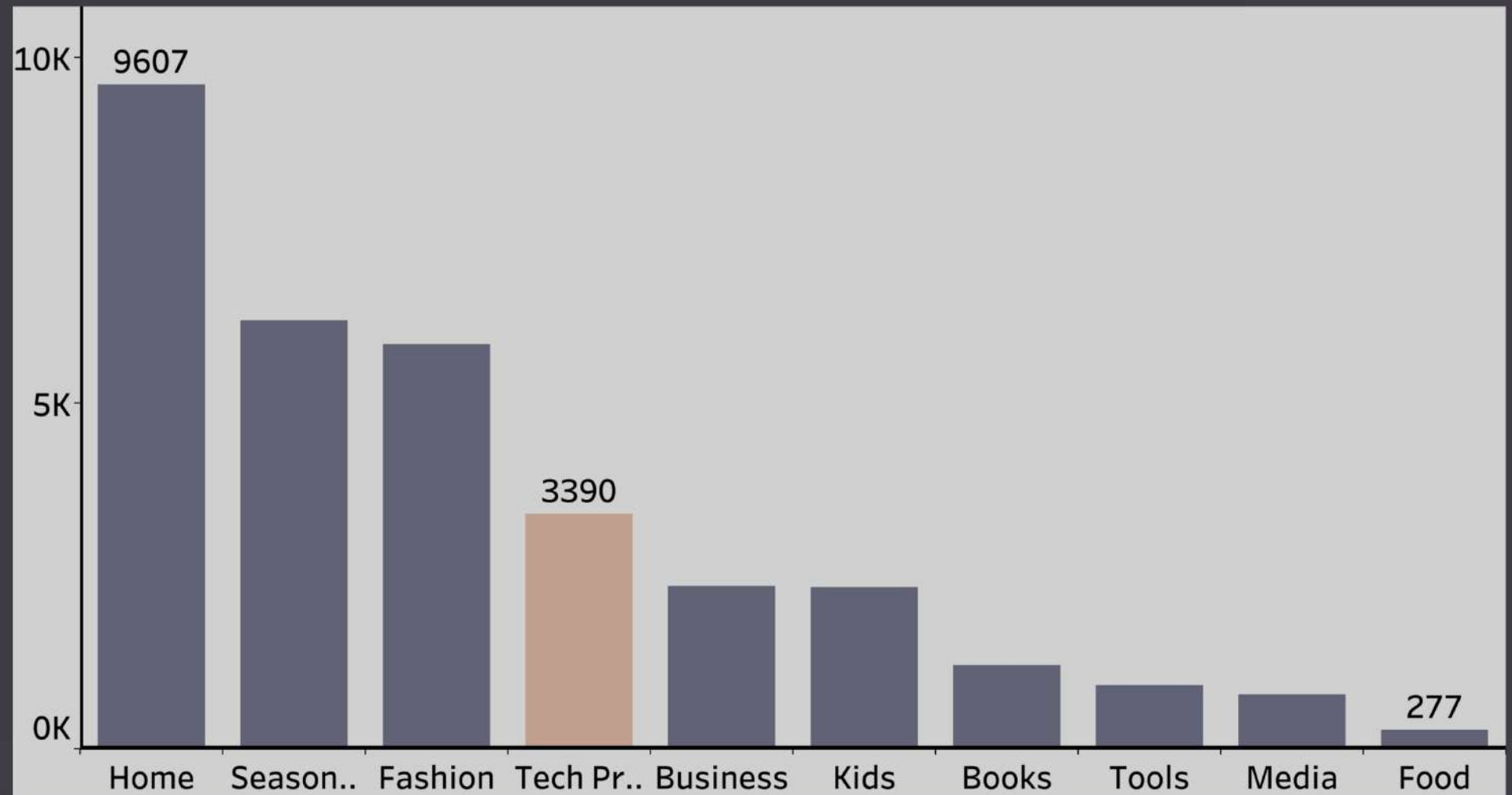
of sold products are Tech products

Audio
Electronics
Computer Accessories
PC Gamer
Computers
Tablets Printing Image
Telephony

14.7%

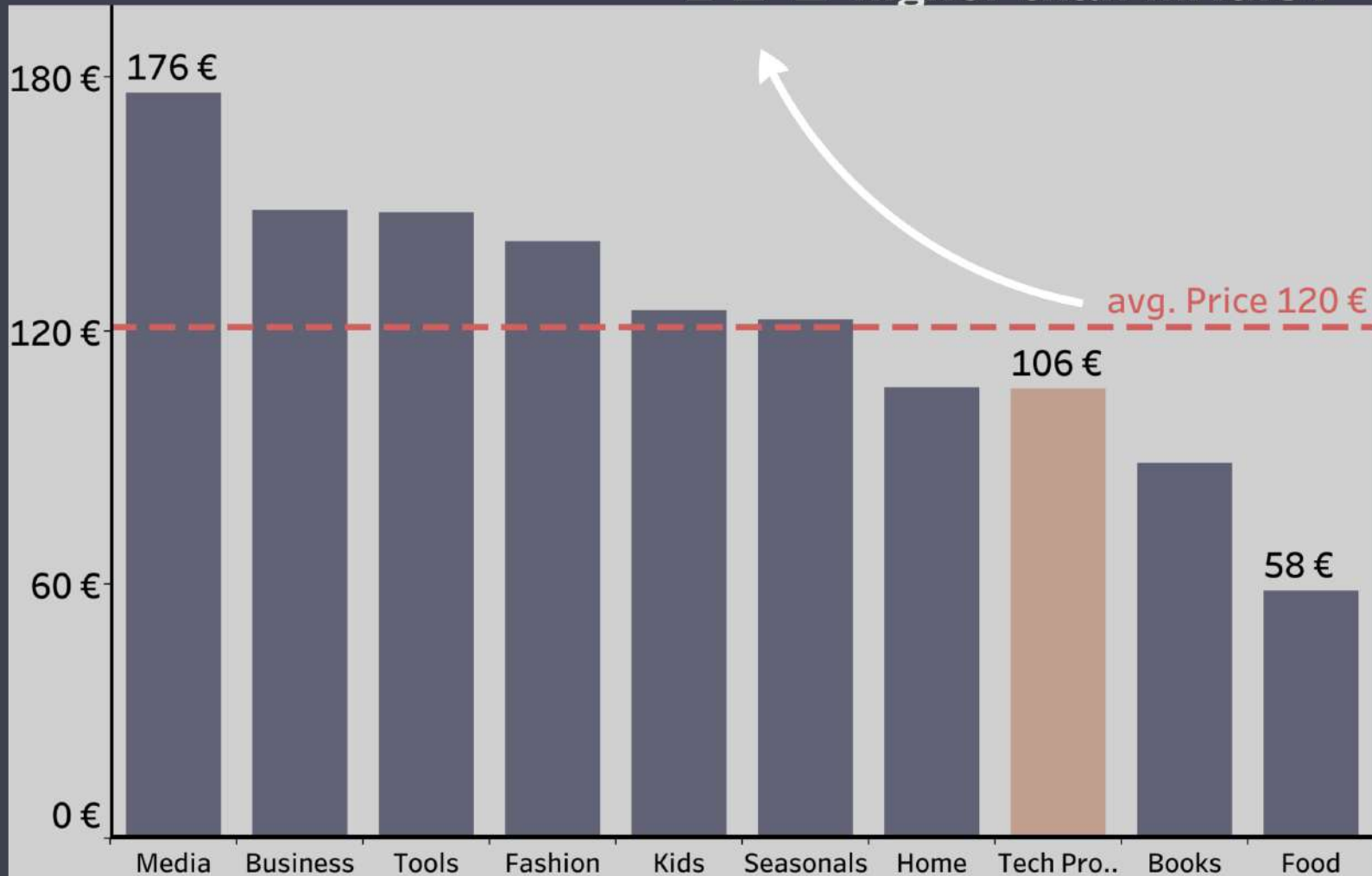
of the sellers are selling Tech products

Tech Products high in Sales number, but not in the TOP 3



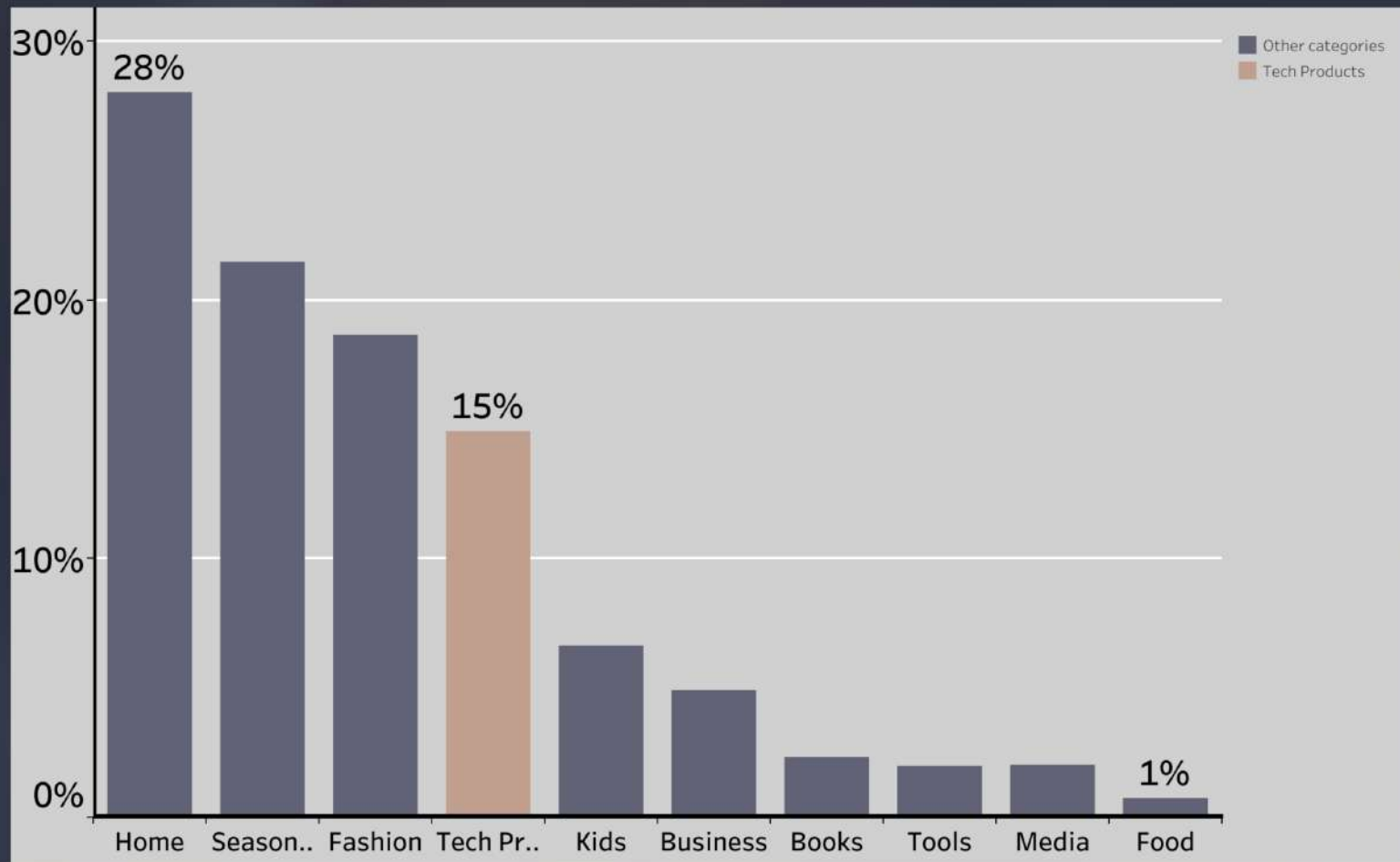
Eniac's Average Item Price 540€

4x higher than MAGIST



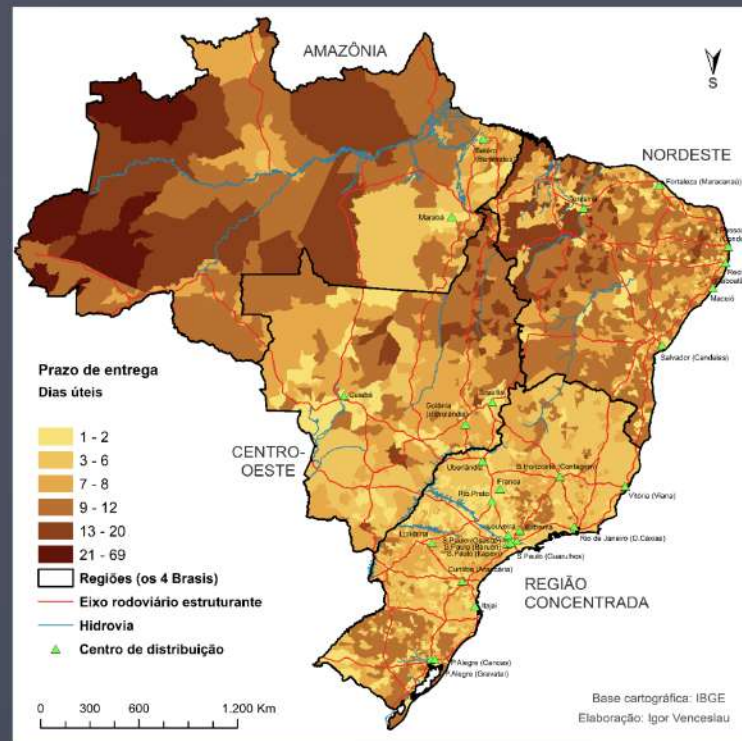
Tech orders bad reviews

15% 1-2 Star Reviews



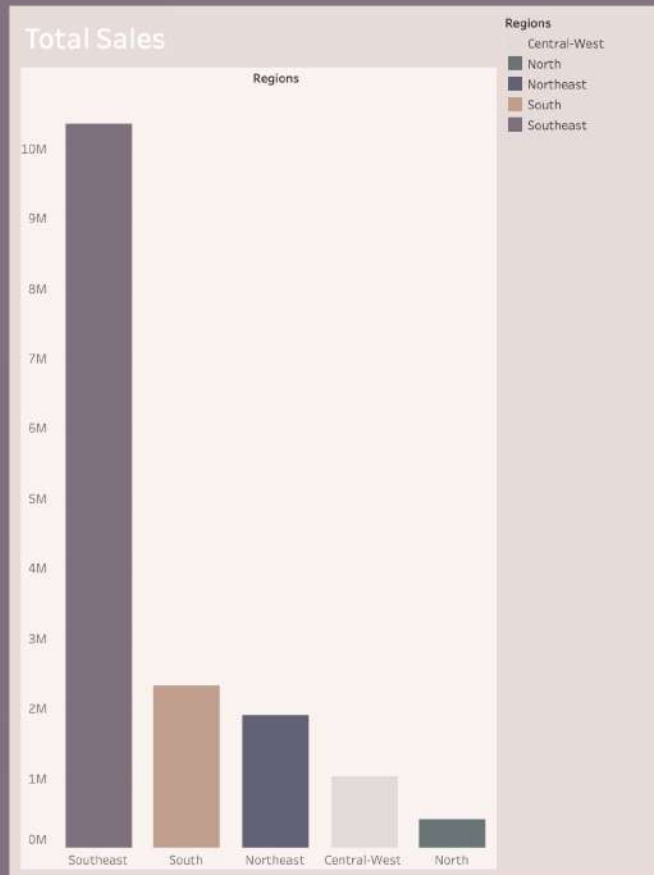
Delivery Time

Tech Products in Brazil



Delivery Efficiency & Amount of Sales

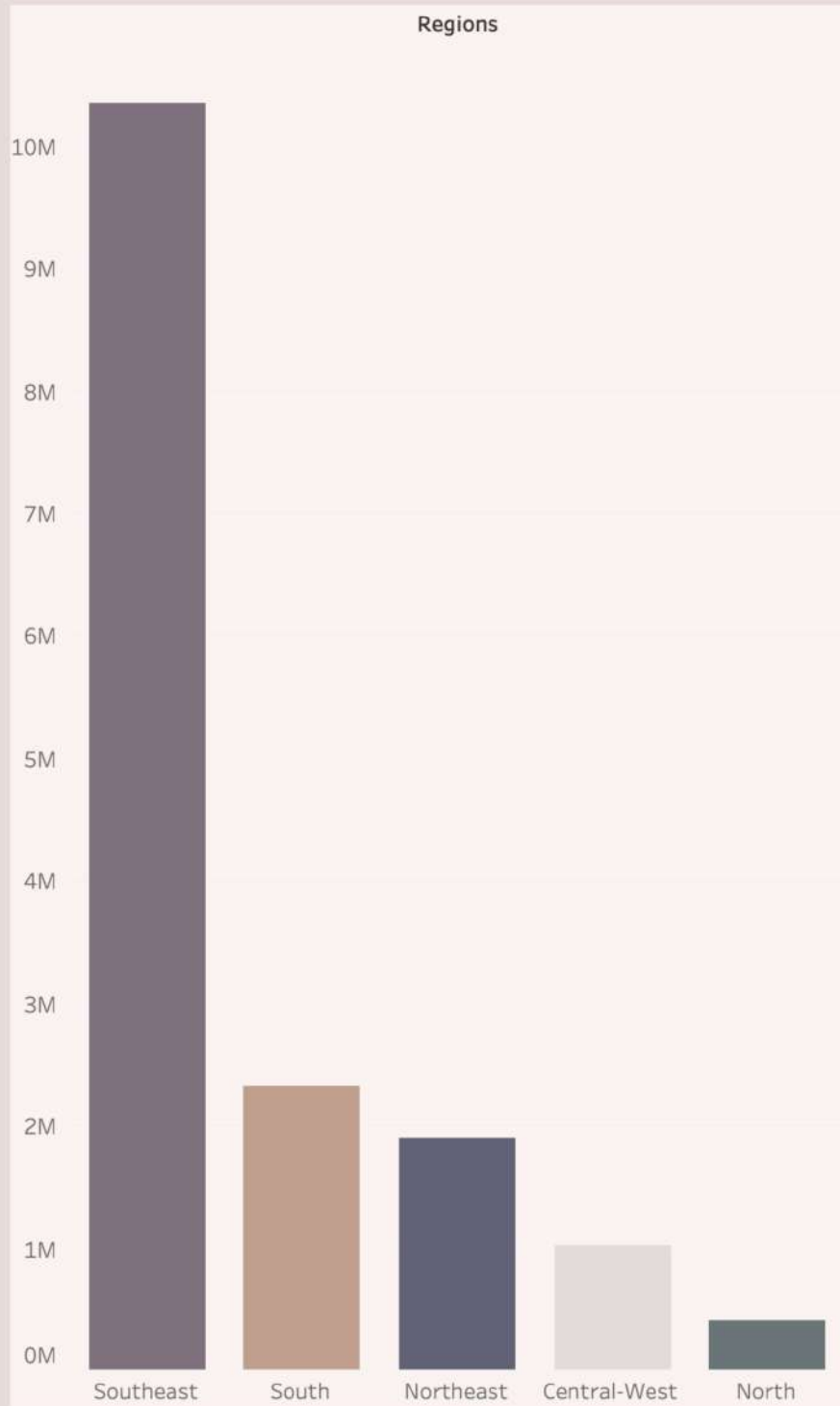
Magist ist NOT able to ensure reliable and fast deliveries



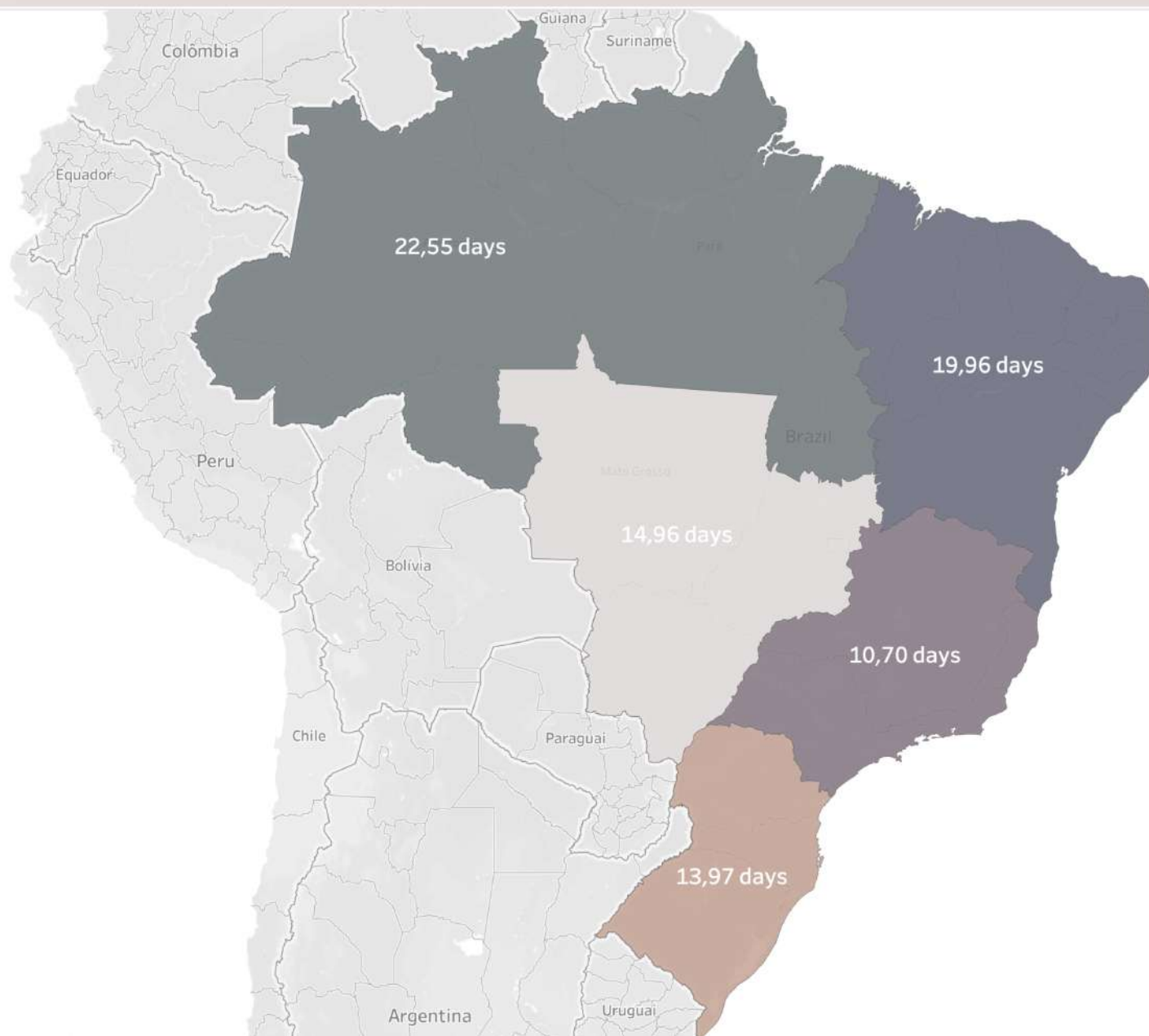
Total Sales

Regions

- Central-West
- North
- Northeast
- South
- Southeast



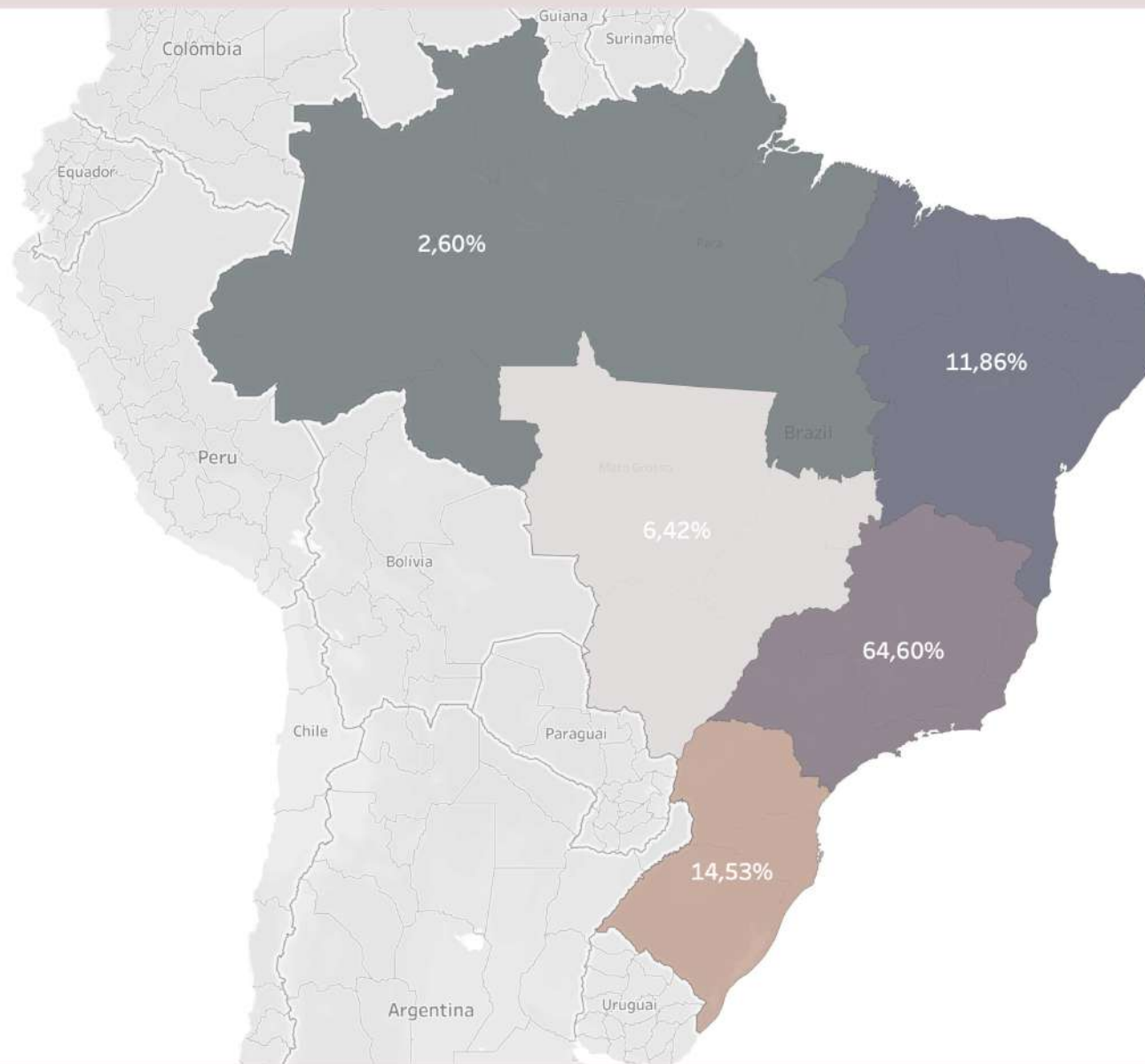
Average Delivery x Regions



Regions

- Central-West
- North
- Northeast
- South
- Southeast

Total Sales x Regions



Regions

- Central-West
- North
- Northeast
- South
- Southeast



Data Analysis and Recommendations

Conclusion

- Current assessment indicates Magist is **not** an ideal fit for Brazil's tech market.
- However, with strategic adjustments, renegotiation might be viable.
- Focus on logistics and market-specific products to align with Brazilian consumer needs.

Strategic Recommendations for MAGIST

- Partner with regional distribution centers to reduce delivery times and costs in remote regions.
- Invest in targeted marketing campaigns to enhance brand awareness in Brazil.
- Conduct pilot tests in key urban areas to refine strategies before full-scale market entry.

Conclusion

- Current assessment indicates Magist is **not** an ideal fit for Brazil's tech market.
- However, with strategic adjustments, renegotiation might be viable.
- Focus on logistics and market-specific products to align with Brazilian consumer needs.

Strategic Recommendations for MAGIST

- Partner with regional distribution centers to reduce delivery times and costs in relevant regions.
- Invest in market-specific campaigns to enhance Eniac's brand relevance in Brazil.
- Conduct pilot tests in key urban areas to refine strategies before full-scale market entry.

Sources

- Internal analysis of Magist data base
- "E-commerce and the Logistics of Regional Inequalities in Brazil" Published in Confins: Revue Franco-Brésilienne de Géographie. URL: <https://journals.openedition.org/confins/60414>