



# The Future of Eniac: Entering the Brazilian Tech Market!

Exploring new opportunities. Assessing market potential. Strategic partnership with Magist.



# 3 Key Questions for Brazilian Expansion

1

## Market Demand

Tech product popularity in Brazil?

2

## Delivery Speed

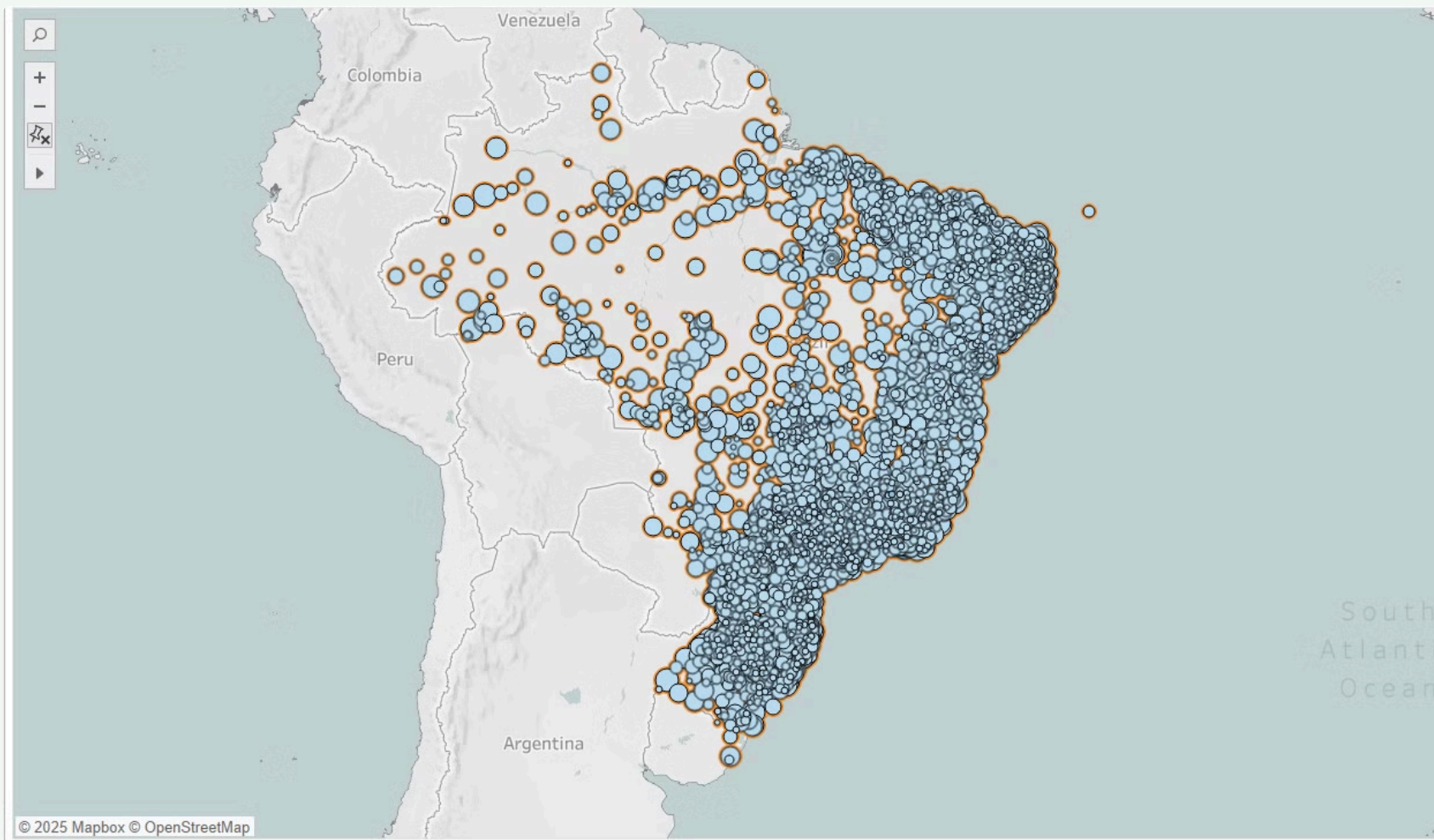
Can Magist deliver on time?

3

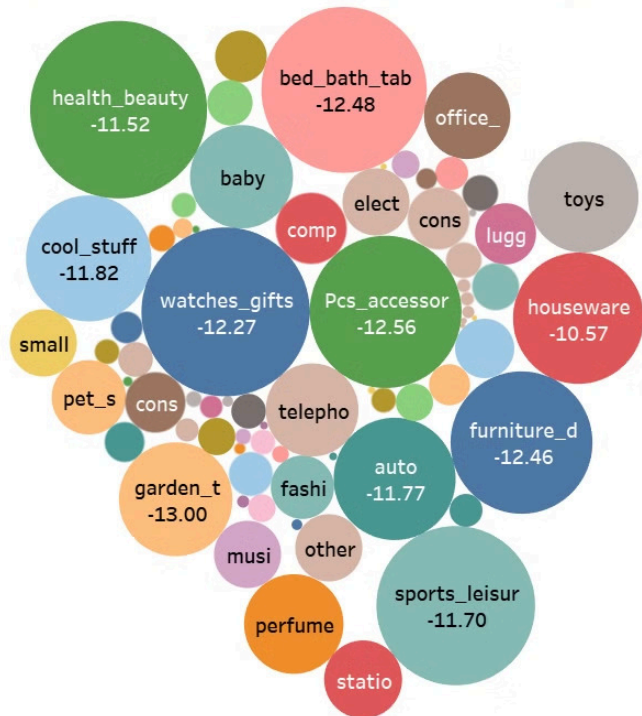
## Partnership Fit

Is Magist a good partner for Eniac?

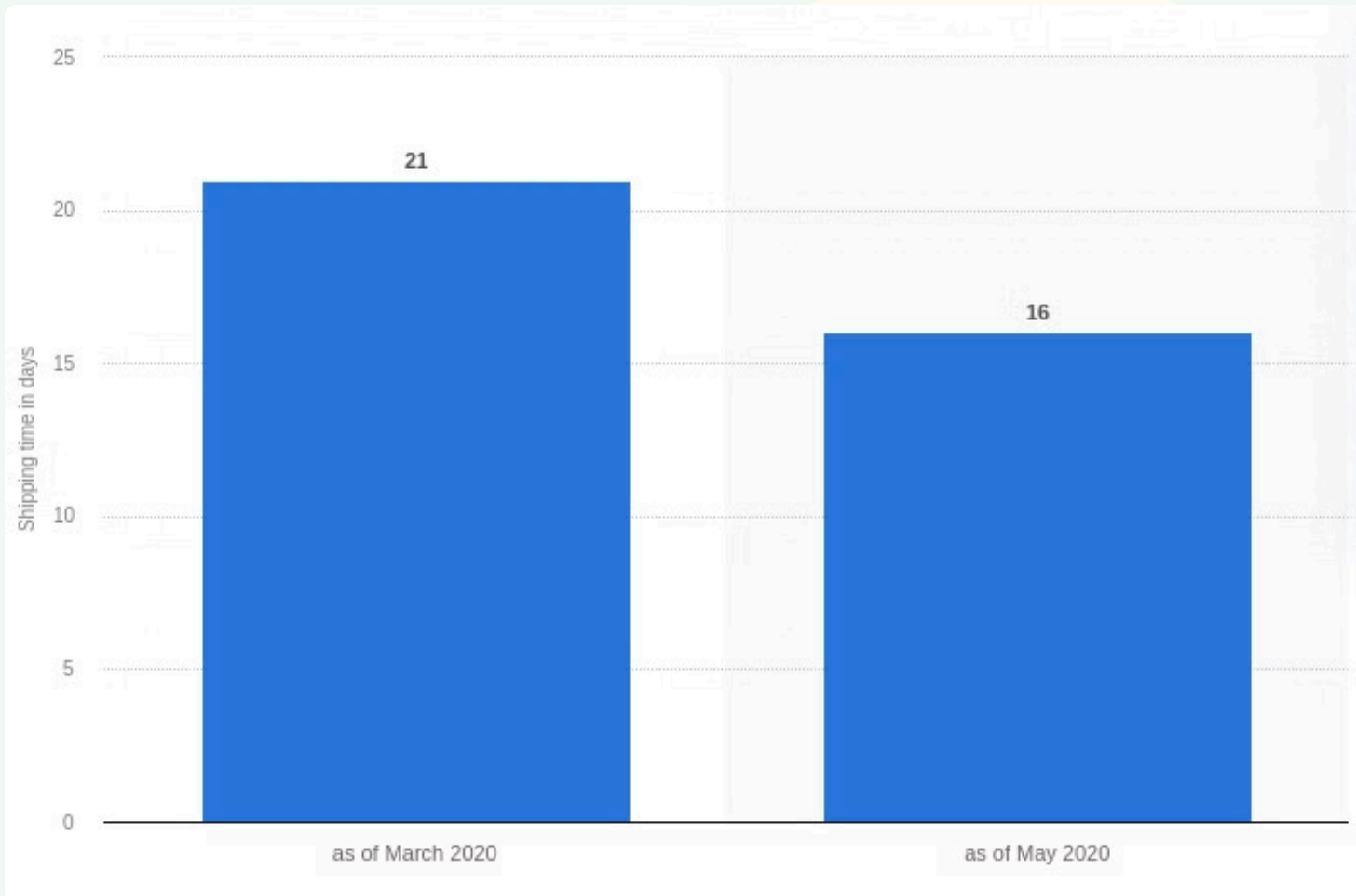




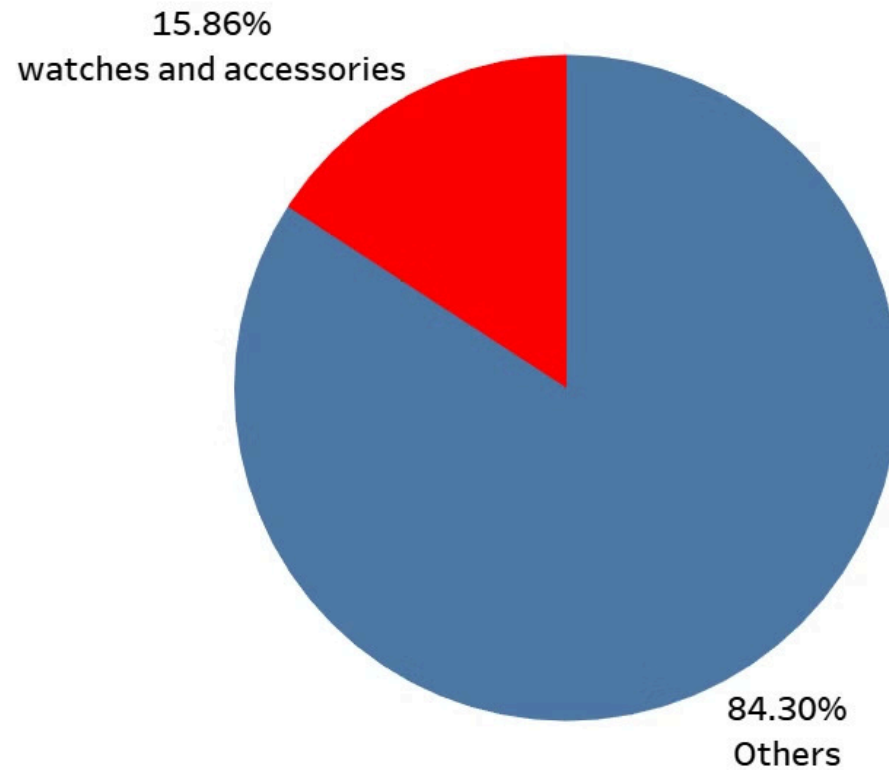
- Tech product are way in demand among Magist's customers
- There is no big difference in the processing time between all categories



## Average delivery time for an online order in Brazil as of March and May 2020



The portion of only watches\_gifts and computer\_accessories sales to total sales in Magist market is about 16%, which is pretty high!



Others Set

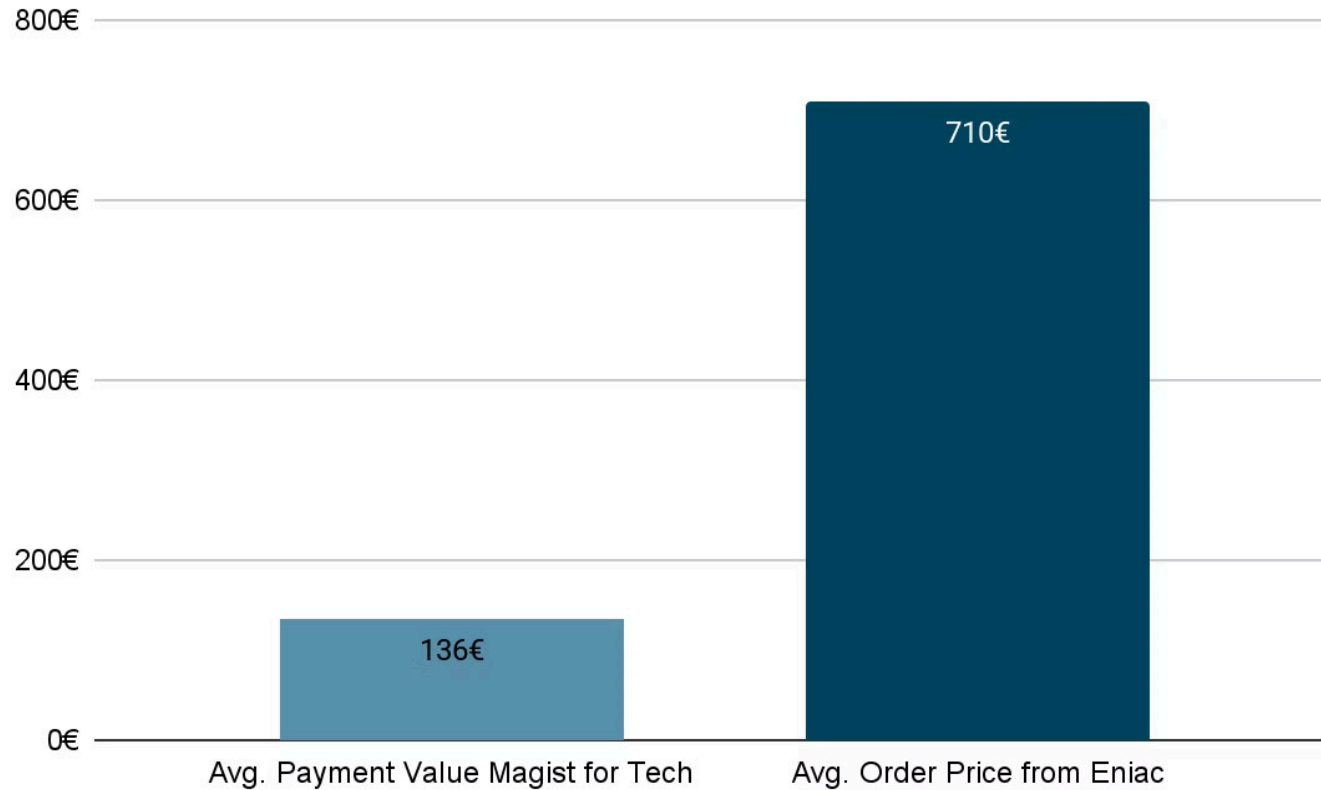
Others

watches and accessor..

% of Total SUM(Payme...

100.17%

# Affordable Apple-Products for Brazil



**Discount offer for our customers in Europe:**

**“Trade in your old Device, get a discount on your new!”**

**Check & Refurbish Products for Brazilian Market**

**Selling Refurbished Apple-Products with limited warranty in Brazil for a competitive Price!**



# Key Takeaways

## Market Opportunity

Tech products are popular in Brazil.

## Partnership Potential

Magist could be a good partner with faster delivery.

## Pricing Strategy

Affordable price with refurbished products and limited warranty