



# 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

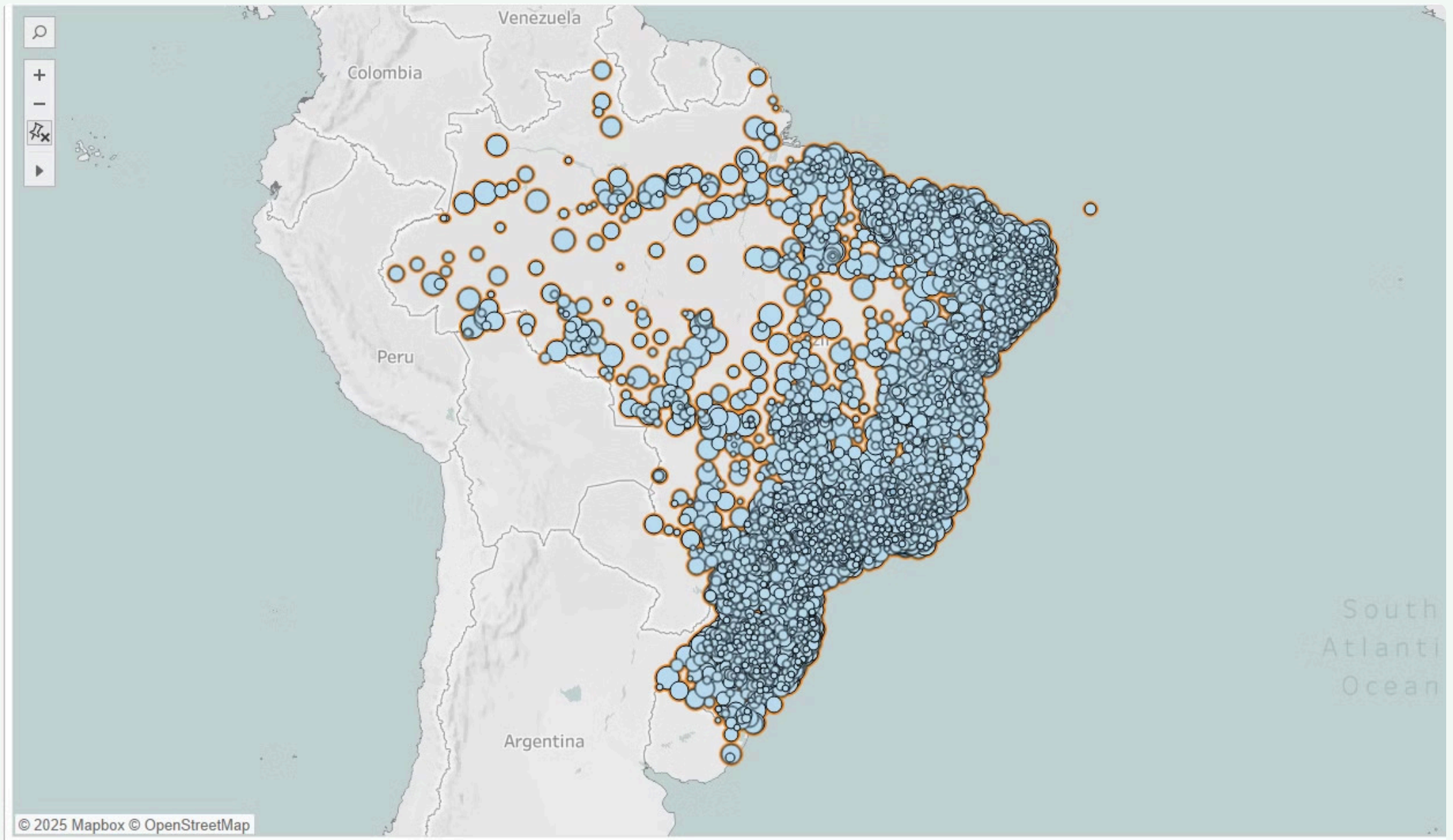
Can Magist deliver on time?

3

## Partnership Fit

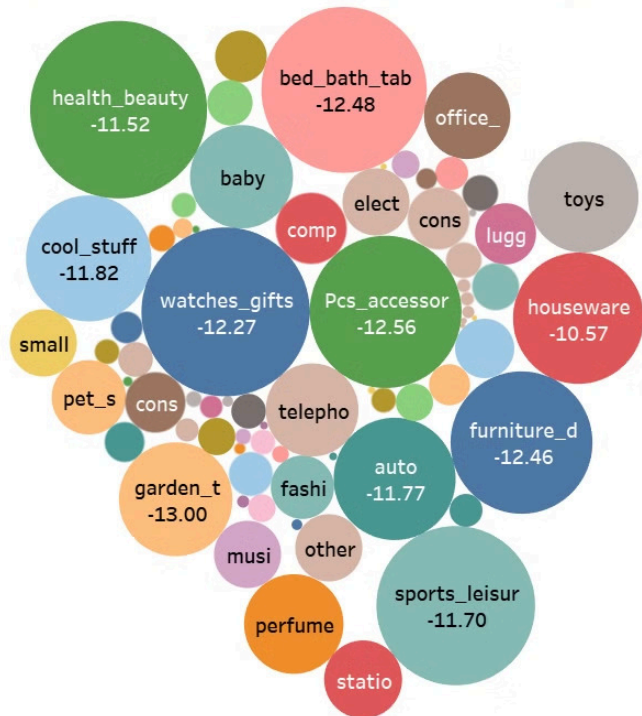
Is Magist a good partner for Eniac?



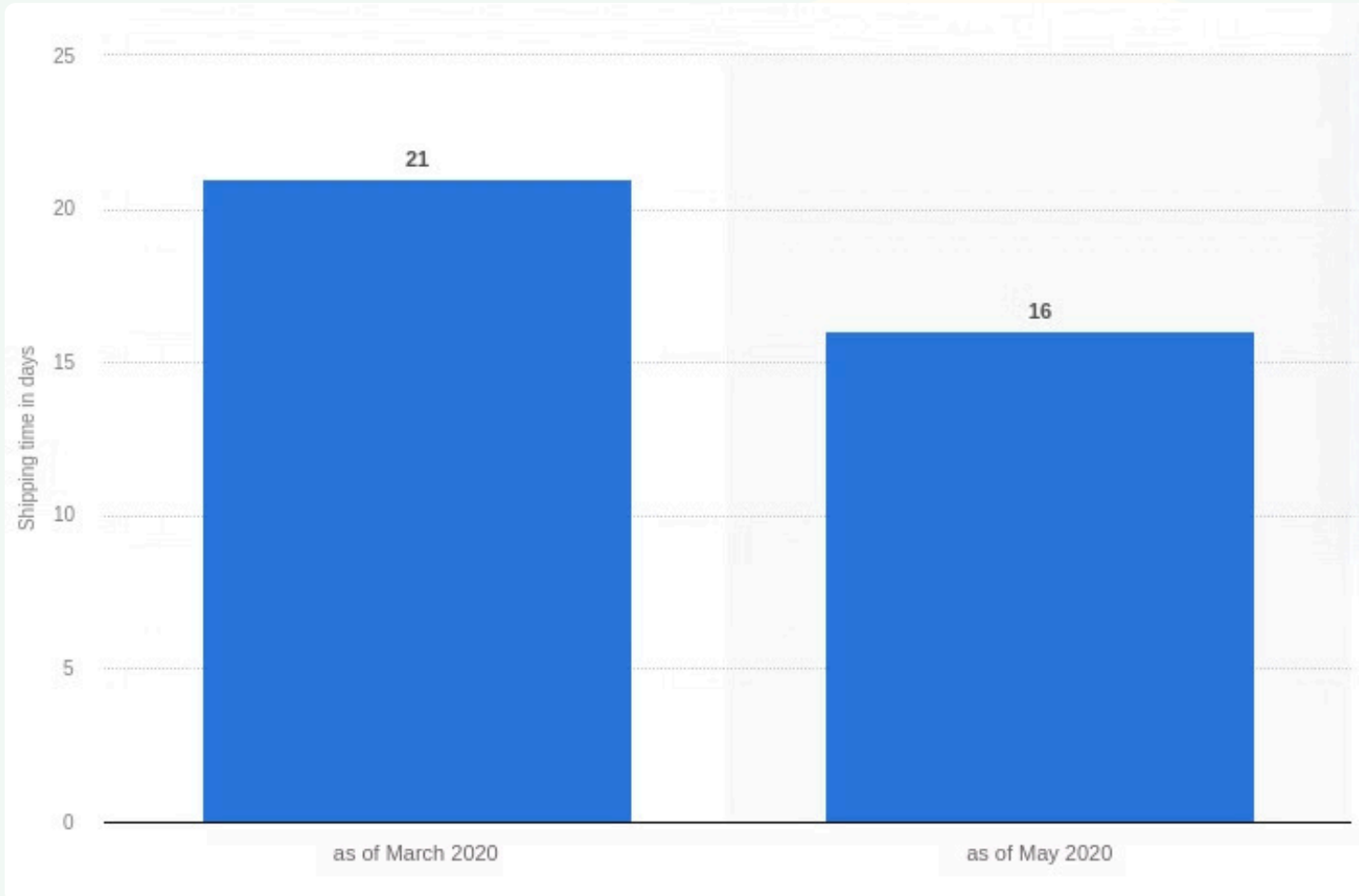


**Magist's customers are distributed across Brazil**

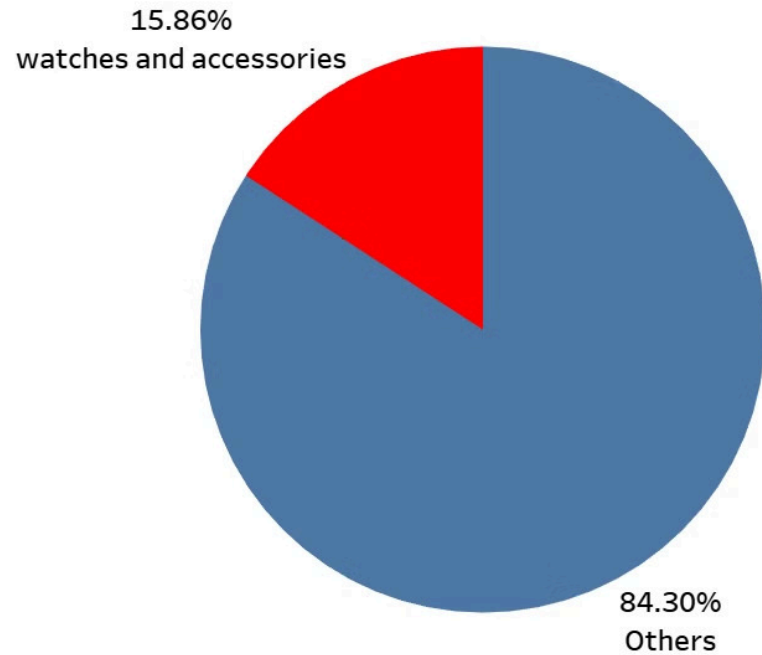
- Tech product are way in demand among Magist's customers
- There is no big difference in the proccesing time between all categories



## 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

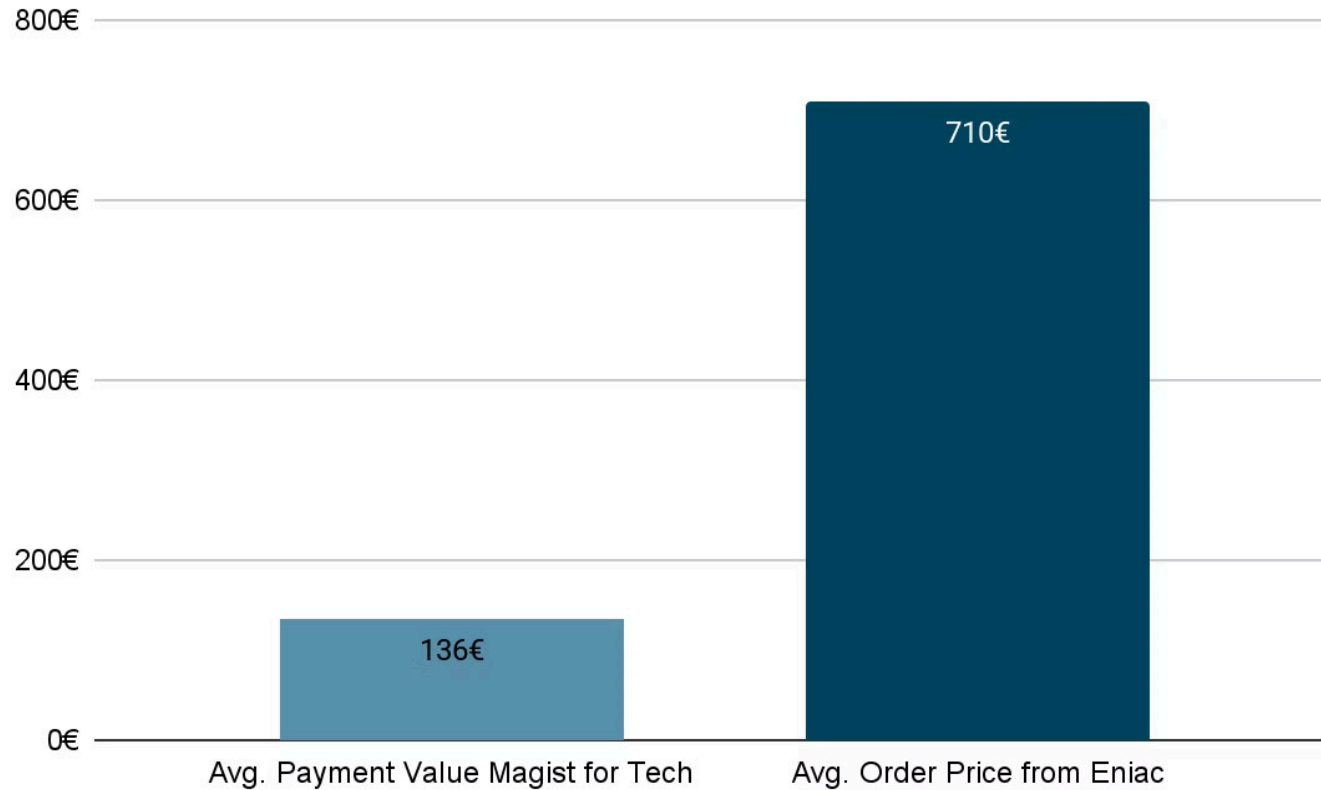
Others

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!**

A large, faint watermark of the Brazilian flag is centered in the background. It features the green and gold fields, the blue globe with white stars, and the white banner with the text 'ORDEM E PROGRESSO'.

# 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