

Eniac Brazil Expansion: Evaluating Magist

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Analysis By:
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Magist as a Partner: Small yet, Promising!

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A GOOD foot-in-the-door for Eniac's Brazil Expansion

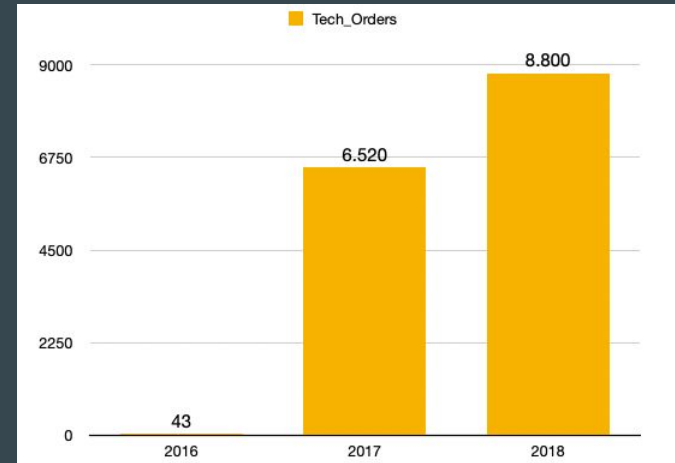
Strategic Overview:

- Ships Tech Products
- Standard Delivery Times
- Decent Revenue Stream for Sellers

Tech Products Metrics for 2017-2018

Total Revenue	1.4 M €
Avg. Monthly Revenue	0.1 M €
Avg Order Price	140 €
Avg Item Price	107 €

YoY Growth for Tech Order Volume

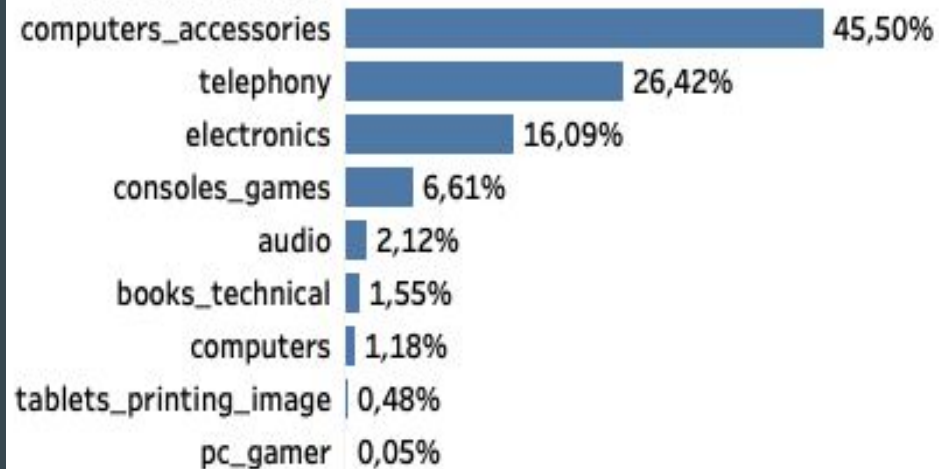


Signals **robust consumer base** that **trusts the platform** for electronics purchases

Top Magist Concern: Product Fit Uncertainty

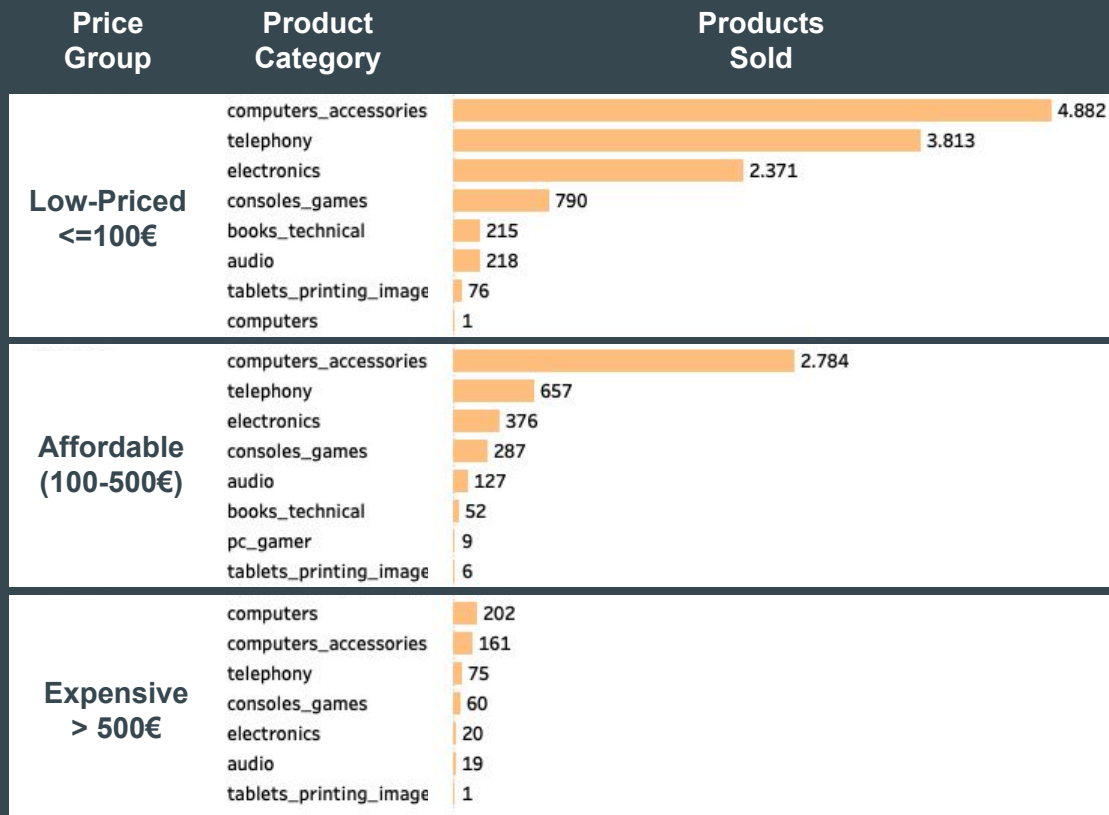
- Are we partnering into Apple accessories?
- Or 95% Androids, Windows PCs, and low-end chargers?

Product Categories



Magist: Volume of Revenue & Tech Products Sold

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14.4% : iPhone Market Share in Brazil

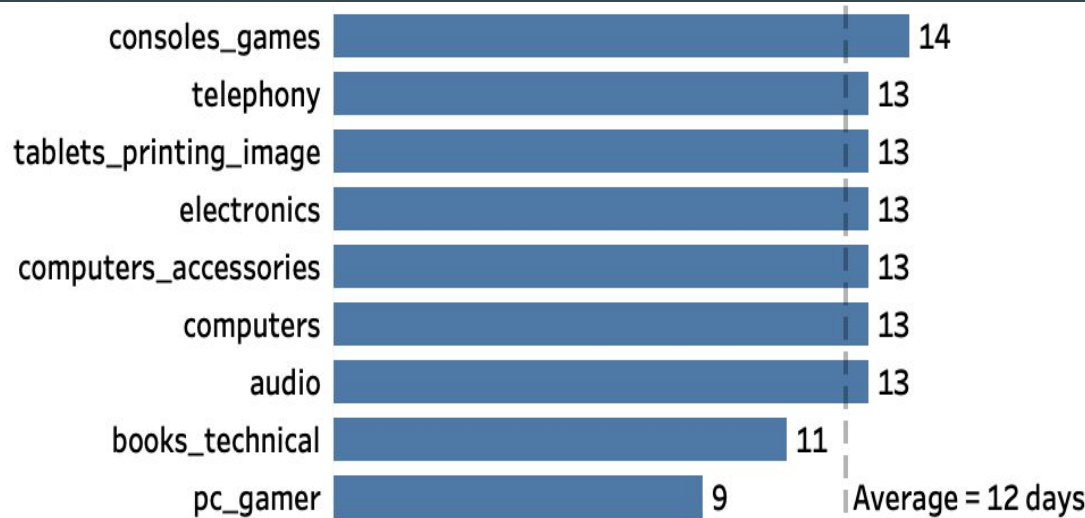
Key Opportunity to introduce
Premium Apple Products

Popularity of affordable items
signals a **rising middle-class**
ready to upgrade

Magist: Delivery Standards Tech Products

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Average Delivery Days by Product Category



Avg Order Approval time : 11 hours

Avg Seller Dispatch Time : 3 days

Opportunity for Eniac to **leverage logistics and operational** expertise to **elevate customer expectations and create a competitive edge**

Magist: Seller Perspective

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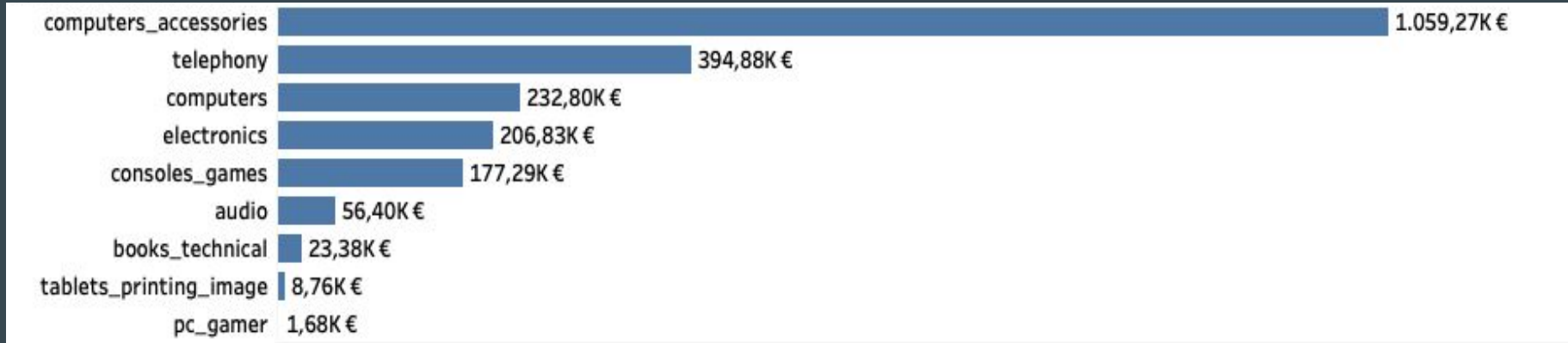
For Tech Products (3 Year data):

1. Revenue Earned by Sellers = 2.2 M €
2. Avg Monthly Revenue = 99878 €



**Sustained Consumer Demand
&
Functioning Seller Ecosystem**

Seller Revenue by Category (3 Year data)



Recommendation

12-Month Pilot Contract:

1. Validate Brazil market for Apple product readiness
2. Negotiate with Magist for deeper product category breakdown
