

Exploring Market Expansion Opportunities in Brazil - Recommendations for Eniac



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Presentation Outline

 Magist Overview

 Apple's Current Presence in Brazil

 Key Pillars on Magist Database:

 Logistics

 Tech Products' Sales Performance

 Customer Satisfaction

 Result Analysis

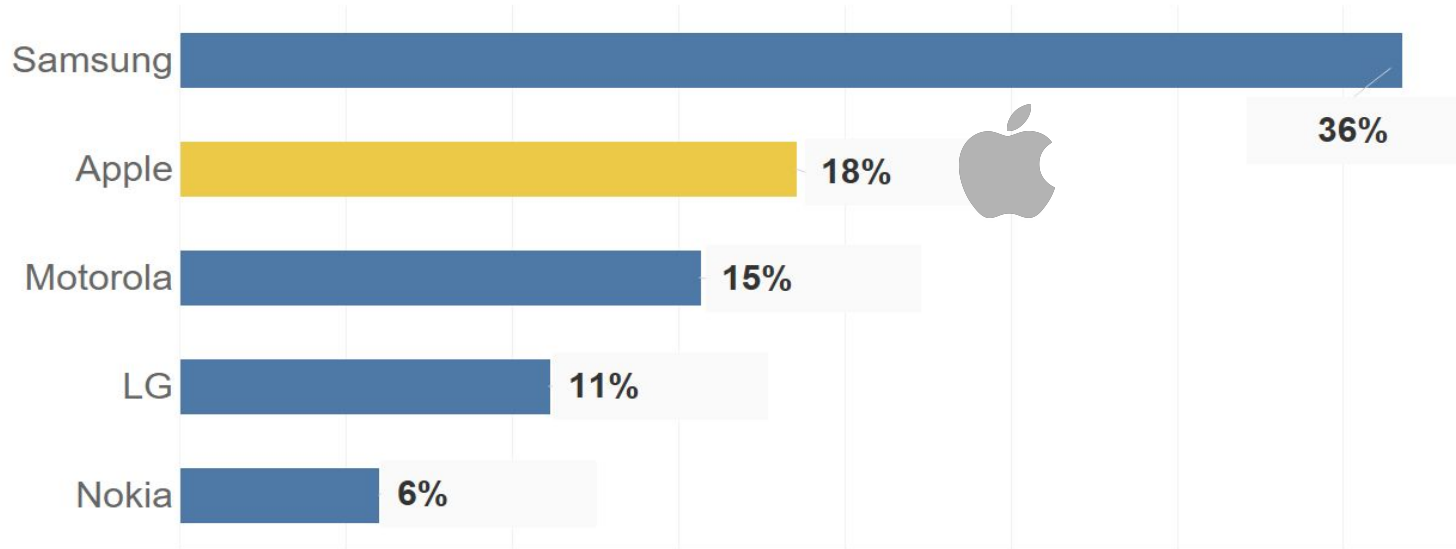
Magist Overview



- Leading Brazilian SaaS company
- Connects small to medium-sized stores with major marketplaces
- Offers after-sales services for efficient operations

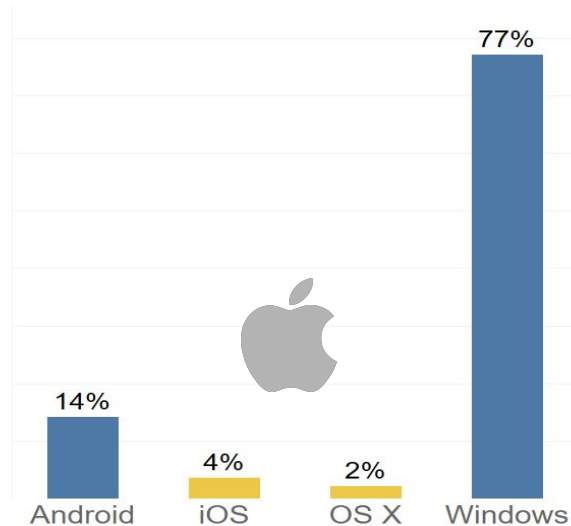
How popular are **Apple products** in Brazil?

Less than 20% of the surveyed population use Apple products



What are the most popular **operating systems** in Brazil?

iOS and OS X: **6% in Brazil vs 16% worldwide**

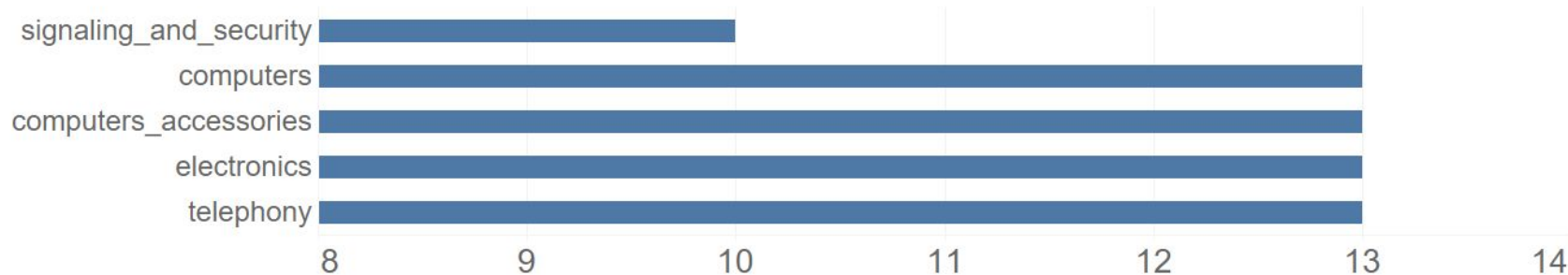


How effective are the **logistics** at Magist?



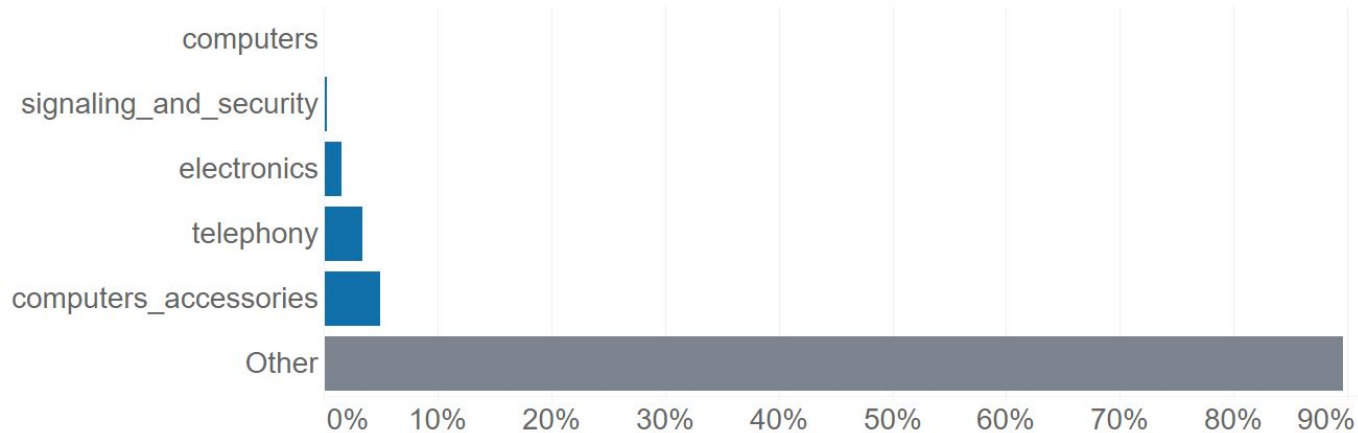
Magist: ~**13** days for delivery of tech products

Brazil: ~**10** days for delivery



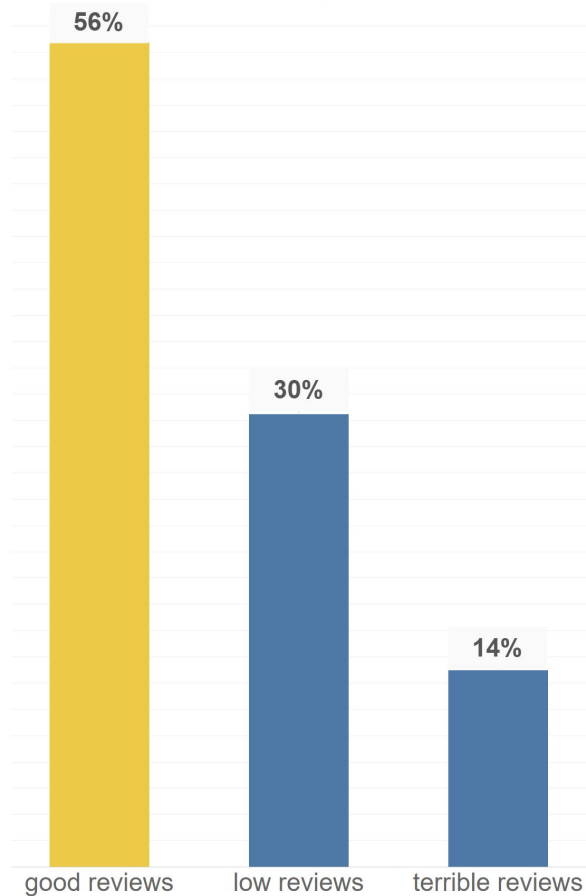
What is Magist Tech Products' sales performance?

Tech categories account for **less than 11%** of the total products sold



Note: Average price of tech products sold at Magist is (290€) which is **54% less** than the average price of Apple products sold at Eniac (540€)

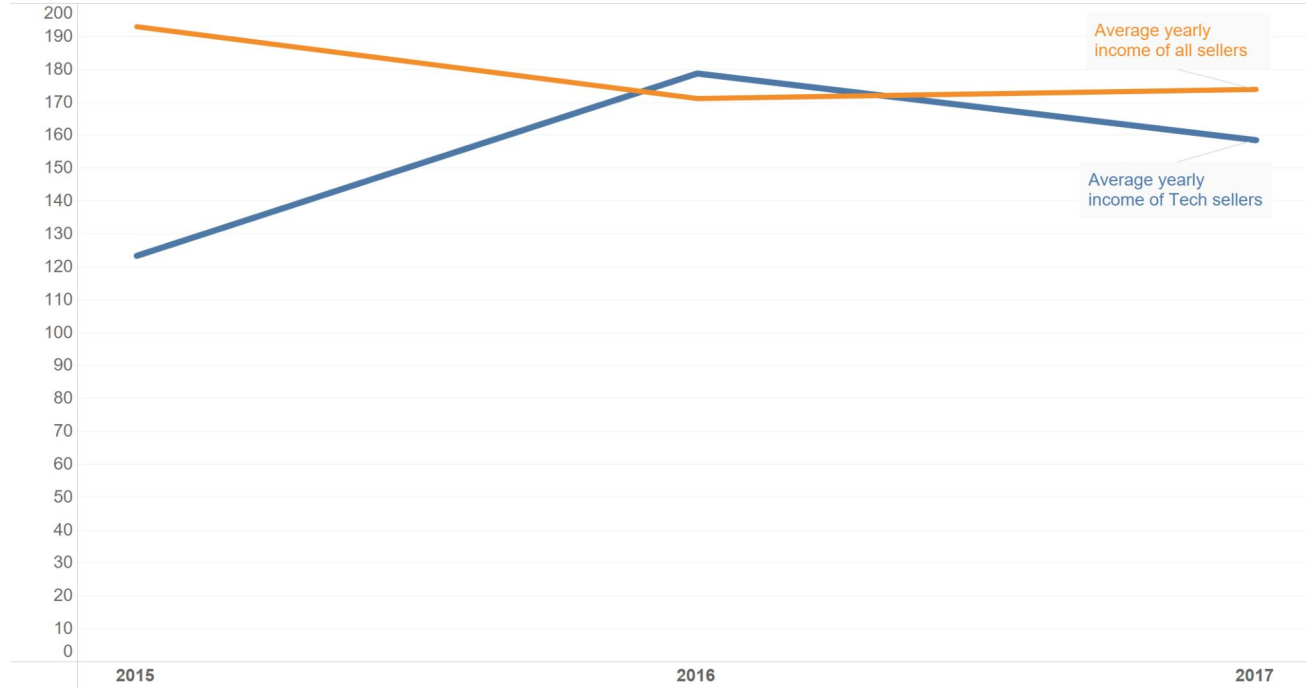
Customer Satisfaction at Magist



Good Reviews ★★★★★
Low Reviews ★★★
Terrible Reviews ★★

Only 56% of Magist's
customer reviews are positive

Average Yearly Income: All sellers vs Tech sellers



The average yearly income of tech sellers reached a peak in 2016 and has been decreasing since

Conclusion

- The average price of tech products sold at Magist is *54% less* than the average price of Apple products sold at Eniac ⚠
- Magist's logistics time is *longer than the average* in Brazil ✖
- Customer satisfaction level is barely *acceptable* ⚠
- *Low sales rate* of technological products in comparison to the entire e-commerce ⚠
- Average yearly income of tech sellers is currently *decreasing*, partnering with Magist now is not recommended ✖

Thank you for your attention.

Any questions?