
Magist: A good Eniac partner?

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Objectives

Is Magist a good Eniac partner for Brazil?

A platform for high-end tech products?

What's Magist's ON-TIME delivery KPI?

What about Customer satisfaction?

Magist's Business scope in Brazil

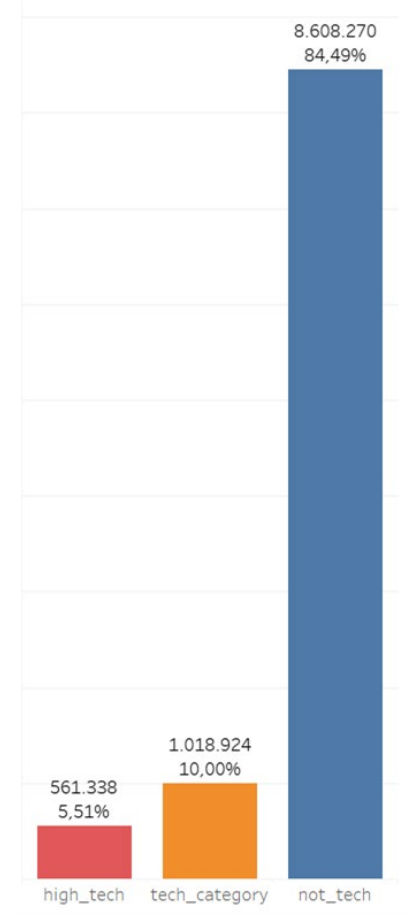
Magist Products:Revenue

General Revenue: 13.5M (6,75M/year)

- ★ Tech products:10% of total revenue
- ★ High-end-Tech (price $\geq 500\text{€}$): 5.5% of total revenue
- ★ Other products account for the highest share of Magist revenue

Typical prices in Magist are:

- 120€ for all items
- 80.9€ for tech items

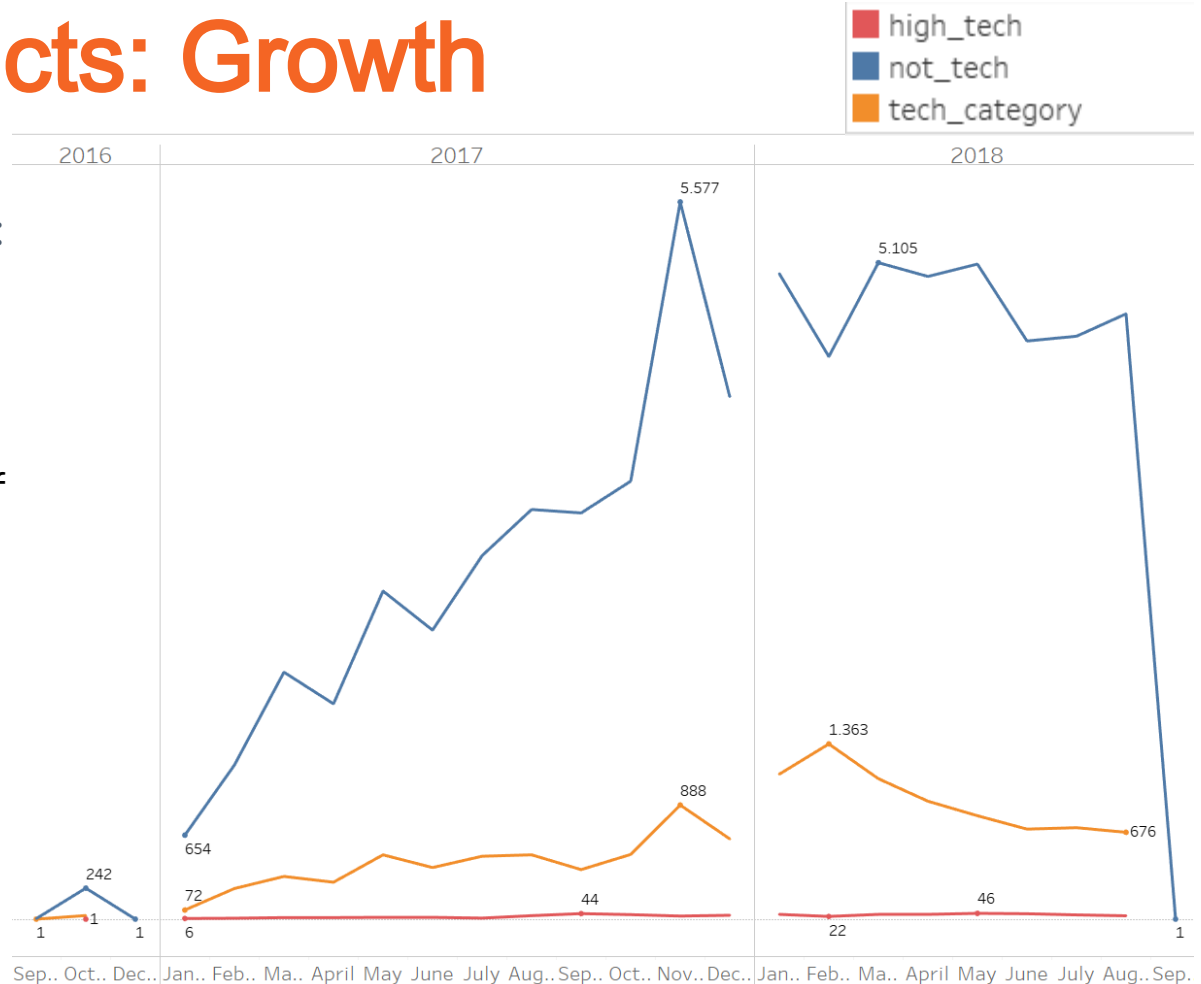


Magist Products: Growth

Amount of tech products sold:

Below average (avg=
2.340/month)

These numbers refer to a period of
26 months (09.2016 - 10.2018) ~
approx. 2 years



Sellers

There are 584 Tech Sellers which is 18.9% out of the sellers

The total amount earned by Tech Sellers between 2016 - 2018 is €2.1M

Magist on -time delivery KPI: 89.1%

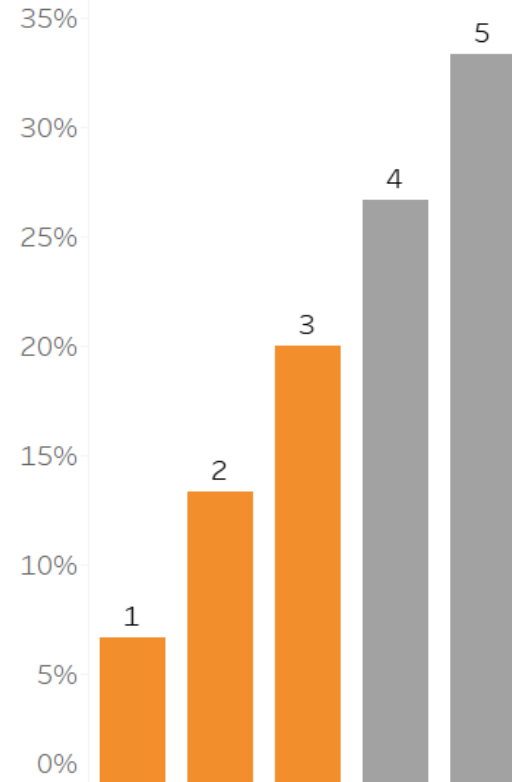
- Standard KPI for ON-TIME DELIVERY: **97%** (source ISO 9001)



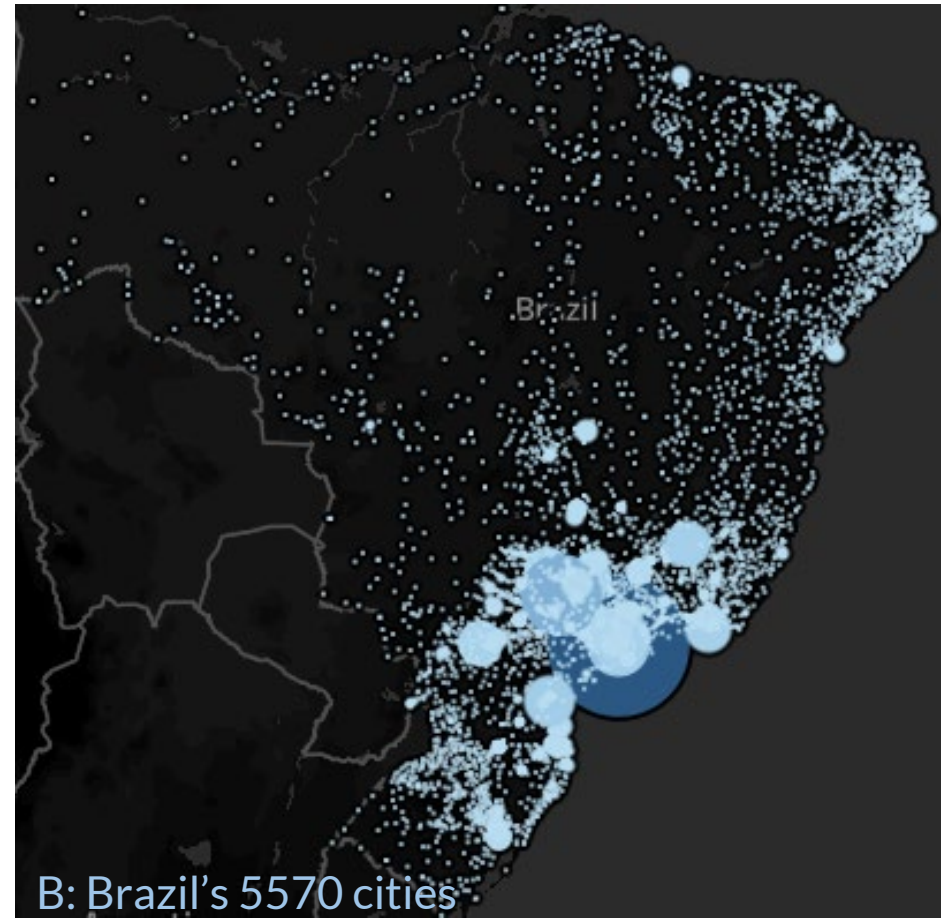
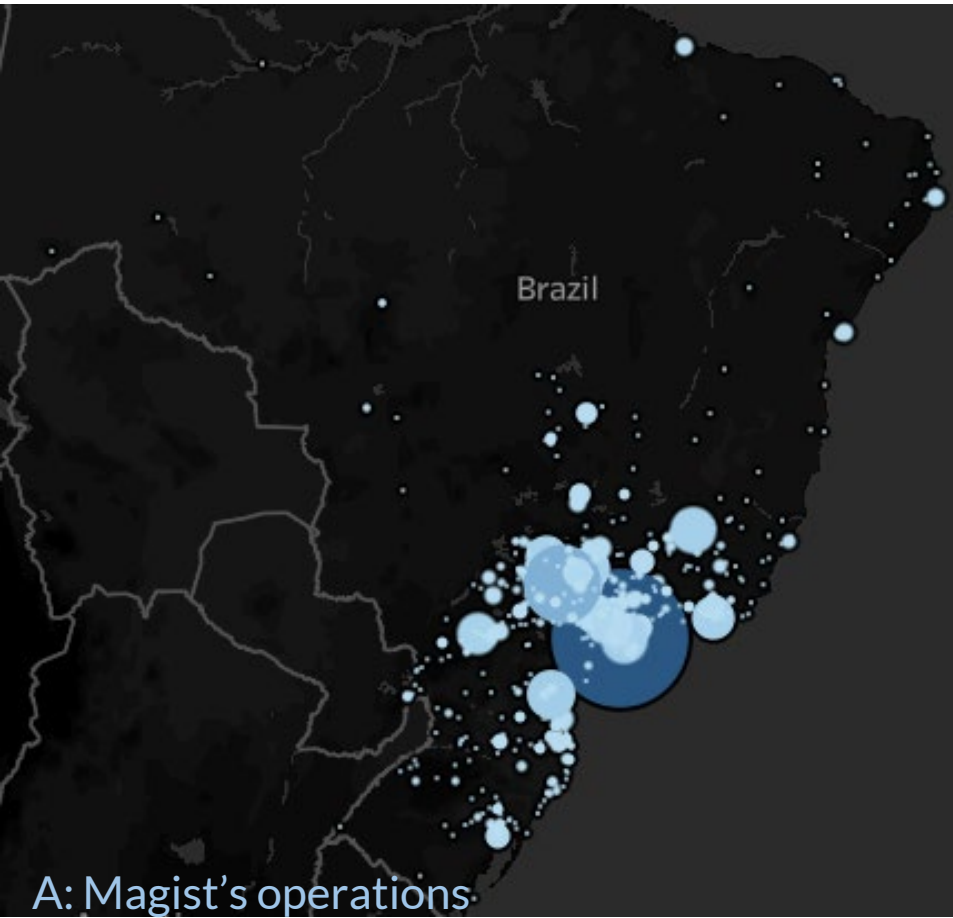
- **7835** late deliveries within a period of 26 months (09.2016 - 10.2018)
- **12.5** days average time from when an order is placed to when it's delivered

Customer satisfaction

- **40%** of Customer reviews range between 1 and 3 stars.
- **11571** one star ★☆☆☆☆ reviews between **6.67 %** of the total review scores



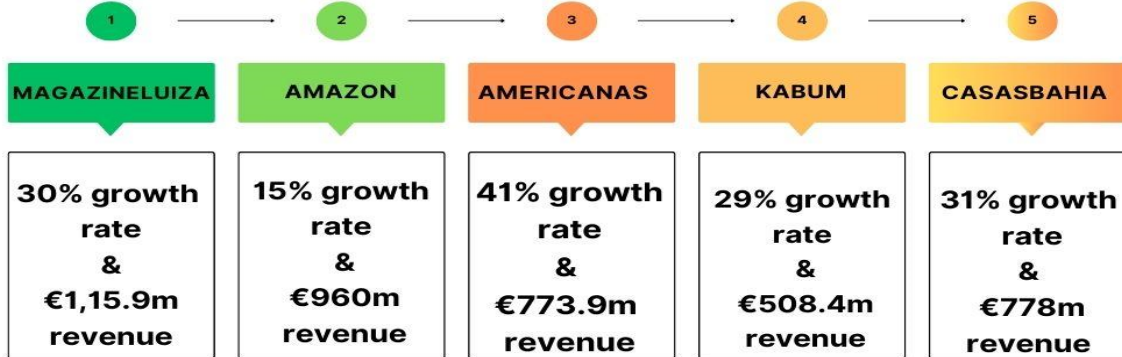
Magist's Operations are confined to SE Brazil



Brazil's tech market positioning:

Where is Magist?

Top 5 Companies Selling Tech Products In Brazil



Source: ecommercedb

Summary & Recommendations

1. It's evident that there are significant concerns and risks that must be considered.
1. **Our recommendation** is that we exercise caution and explore alternatives (like Amazon or Americanas) that align more closely with our vision for the Brazilian market.

In this way, we are sure that we position Eniac for sustained success in Brazil.

Thank you for listening!