

Entering Brazil

A Data-Driven Compatibility Check

ENIAC & Magist

January 9th, 2025

E. Batrakina, Y. Tisnozub, J. Krug, S. Pathak

Expansion into Brazil

OPPORTUNITIES

- **A Thriving Market** : Brazil's eCommerce revenue rivals Spain and Italy, with massive growth potential.
- **Magist as a Catalyst** : A proven SaaS partner offering infrastructure, logistics, and market expertise to accelerate Eniac's entry.

OBSTACLES

- **Untapped Potential** : Eniac lacks local knowledge, infrastructure, and partnerships to enter Brazil effectively.
- **Time Constraint** : The board mandates market entry within the next year, making traditional setup approaches infeasible.

> **Brazil is a massive opportunity — but we must move fast and make the right choices to succeed!**

condense **MAIN QUESTIONS / SOURCE**

Magist – a good partner for ENIAC?

PRODUCT FIT RISKS

- **Premium High-Tech Products** : Magist's infrastructure is optimized for small to medium businesses, but it's unclear if it can adequately handle high-value, high-tech items.
- **Brand Perception** : Any delays or service issues could harm ENIAC's reputation for premium quality.

LOGISTICS CONCERNS

- **Delivery Speeds** : Magist's reliance on the public post office raises questions about whether delivery times will meet ENIAC's high standards.
- **Urban vs Rural Challenges** : Brazil's vast geography and infrastructure disparities may lead to delays or inconsistencies in service.

STRATEGIC DEPENDENCIES

- **Reliance on Magist** : A 3-year contract could limit ENIAC's flexibility to pivot or establish its own supply chain if Magist underperforms.
- **Long-Term Scalability** : As ENIAC grows, costs and logistics may become harder to control under Magist's system.



Brazil presents a massive opportunity
— but we must move fast and make the right choices to
succeed!

? Main Questions

- ? Is Magist a good fit for shipping high-quality and high-end tech products?
- ? Are orders delivered on time?
- ? Are the customers happy with the service of Magist?



Assumptions

Prices (decision after Tableau)

- a. Expensive
- b. Cheap
- c. Range to look at

Tech - Categories

Order Quantity (Sarmistha)

- d. Expensive
- e. Cheap
- f. Range to look at



Task

Main Questions:

- Is Magist a good fit for high-end tech products?
- Are orders delivered on time?

Background Eniac:

Eniac's catalogue is 100% tech products and heavily based on Apple-compatible accessories. It is not clear that Magist is a good partner for these high-end tech products. Among Eniac's efforts to have happy customers, fast deliveries are key. The delivery fees resulting from Magist's deal with the public Post Office might be cheap, but at what cost? Are deliveries fast enough

PRODUCT

- What categories of tech products does Magist have?
- How many products of these tech categories have been sold (within the time window of the database snapshot)? What percentage does that represent from the overall number of products sold?
- What's the average price of the products being sold?
- Are expensive tech products popular?

Task

SELLERS:

- How many months of data are included in the magist database?
- How many sellers are there? How many Tech sellers are there? What percentage of overall sellers are Tech sellers?
- What is the total amount earned by all sellers? What is the total amount earned by all Tech sellers?
- Can you work out the average monthly income of all sellers? Can you work out the average monthly income of Tech sellers?

DELIVERY

- What's the average time between the order being placed and the product being delivered?
- How many orders are delivered on time vs orders delivered with a delay?
- Is there any pattern for delayed orders, e.g. big products being delayed more often?

Total Amount of products within any tech category (Lisa)

Task

Eniac's catalogue is 100% tech products and heavily based on Apple-compatible accessories. It is not clear that Magist is a good partner for these high-end tech products. Among Eniac's efforts to have happy customers, fast deliveries are key. The delivery fees resulting from Magist's deal with the public Post Office might be cheap, but at what cost? Are deliveries fast enough

PRODUCT:

- What categories of tech products does Magist have?
- How many products of these tech categories have been sold (within the time window of the database snapshot)? What percentage does that represent from the overall number of products sold?
- What's the average price of the products being sold?
- Are expensive tech products popular?

Task

SELLERS:

- How many months of data are included in the magist database?
- How many sellers are there? How many Tech sellers are there? What percentage of overall sellers are Tech sellers?
- What is the total amount earned by all sellers? What is the total amount earned by all Tech sellers?
- Can you work out the average monthly income of all sellers? Can you work out the average monthly income of Tech sellers?

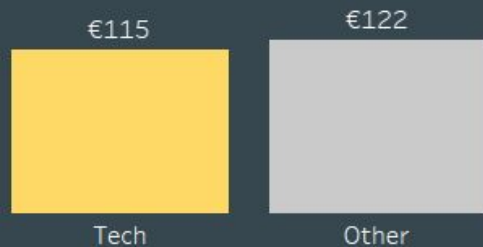
DELIVERY:

- What's the average time between the order being placed and the product being delivered?
- How many orders are delivered on time vs orders delivered with a delay?
- Is there any pattern for delayed orders, e.g. big products being delayed more often?

PRODUCT FIT

Magist vs. Eniac's Premium Focus

Average price of products of Magist



Average price of tech products of Magist



Magist



Eniac

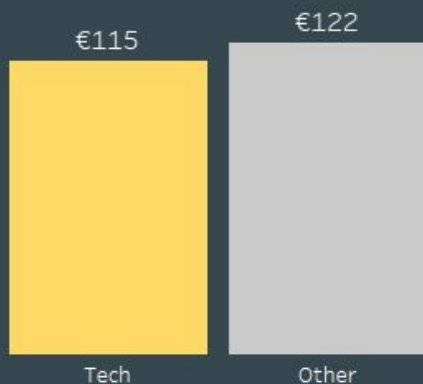
€ 115 average
price per item
of tech products

€ 540 average
price per item

Magist is better suited to smaller, more affordable tech products, whereas Eniac's brand is built around premium Apple-related accessories.

Pricing Overview: Magist's Tech Products

Average price of products of Magist

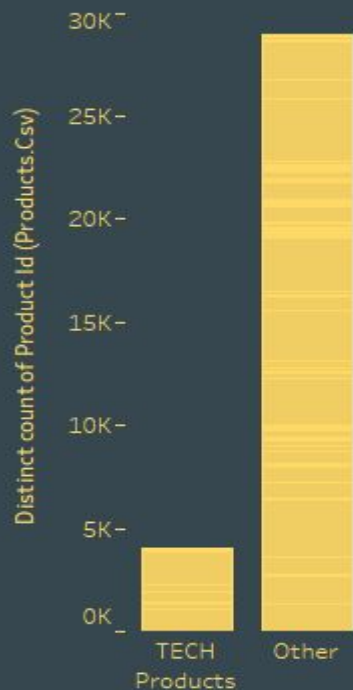


Average price of tech products of Magist



Magist's product portfolio - tech product share?

Products and Categories



Magist offers a broad range of products, including a selection of technology items.

Yet its primary focus does not lie in the specialized domain of tech sales.

Only a modest **20%** of its total offerings fall under the category of high-quality tech products, underscoring its broader product scope.

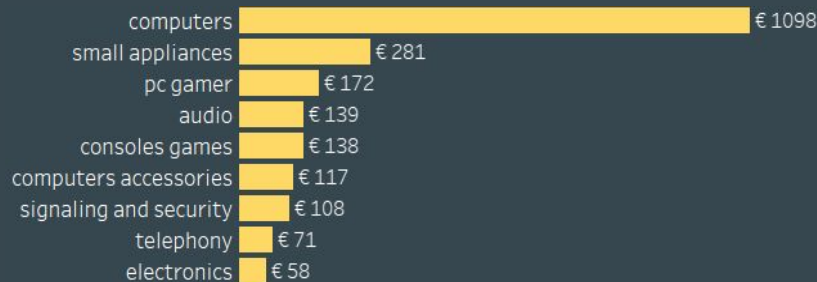
Magist sells **74** different product categories

Among only **9** to be identified as relevant high-quality tech products.

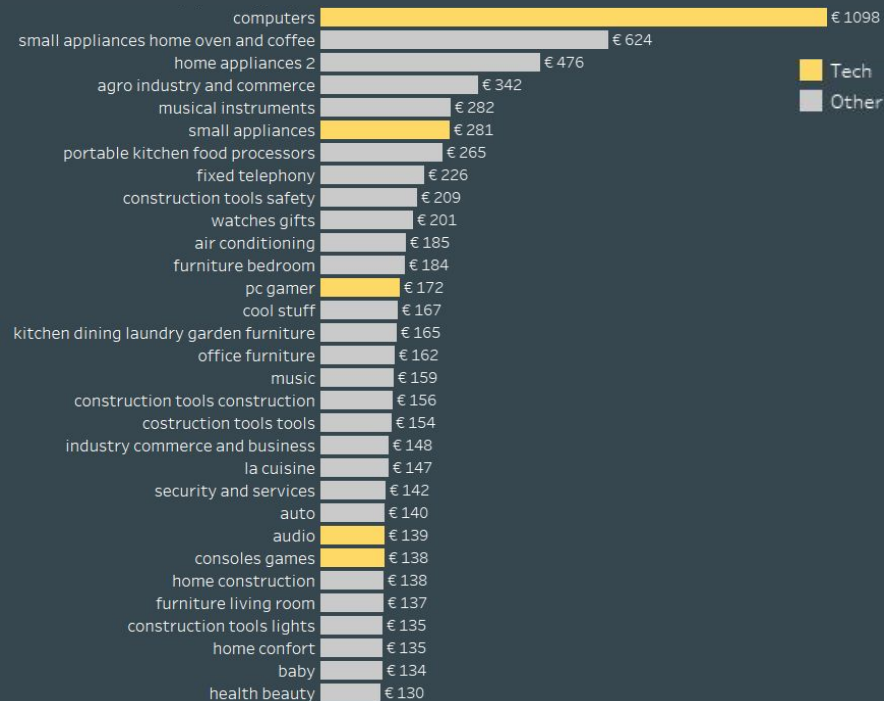
Pricing Overview: Magist's Tech Products

Average price of tech and other products of Magist

Average price of tech products of Magist



⚡ Magist focuses on more affordable tech products of various brands, while ENIAC's portfolio is geared towards high-quality Apple devices and accessories.



ENIAC vs. Magist – Tech Product Fit

ENIAC

€ 540 average price
per item





Magist

€ 115 average price
per item of tech
products

⚡ The average price of Magist's tech products lies 20% below ENIAC's average price per item. Assuming Magist is focussing on mass-market affordability rather than premium offerings.

Electric Bill(March)		1717	1717	Kaustav
----------------------	--	------	------	---------

Punkt 1 
Punkt 2 

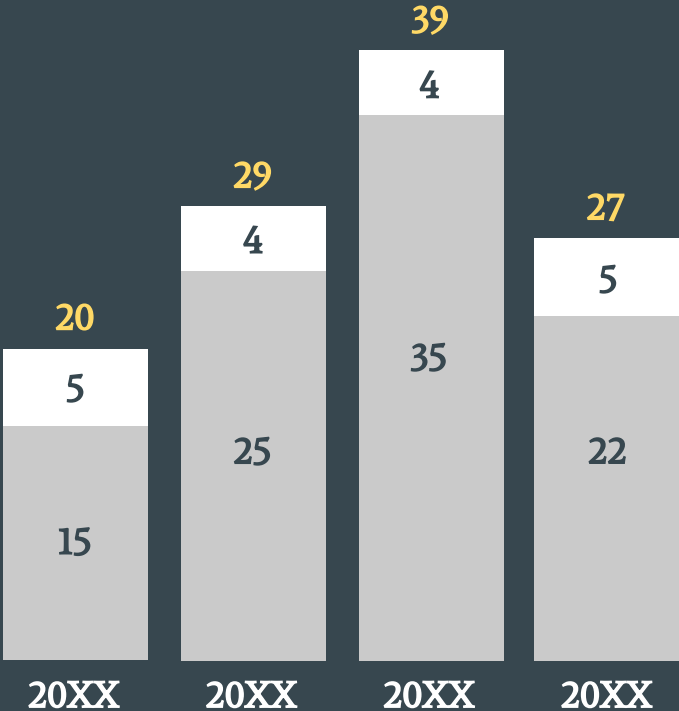
Trendanalyse

Ergebnisse

Text hier einfügen Text hier einfügen Text
hier einfügen Text hier einfügen

Auswirkungen für den Kunden:

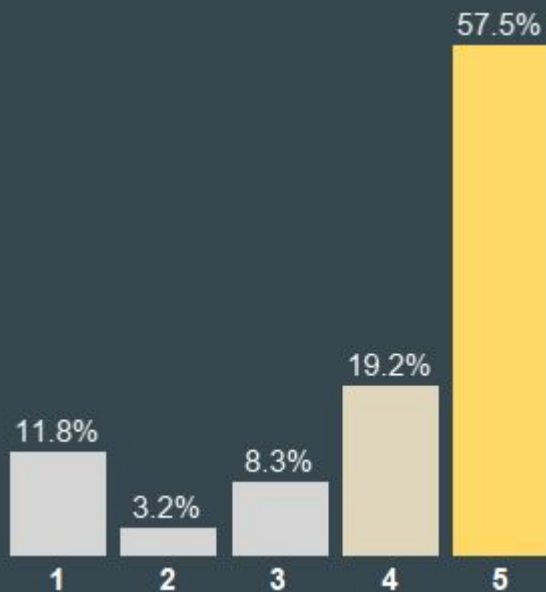
- Text hier einfügen
- Text hier einfügen Text hier einfügen
Text hier einfügen Text hier einfügen



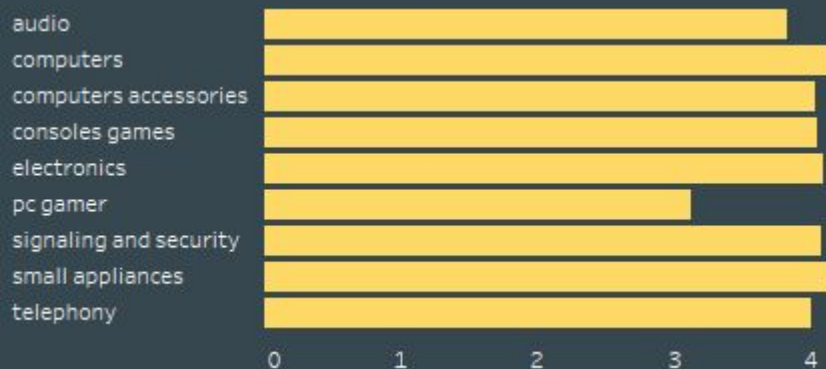
QUALITY FIT

Customer Satisfaction: Challenges and Insights

Review Score for Magist's tech products



Average Review Score for Magist's tech products

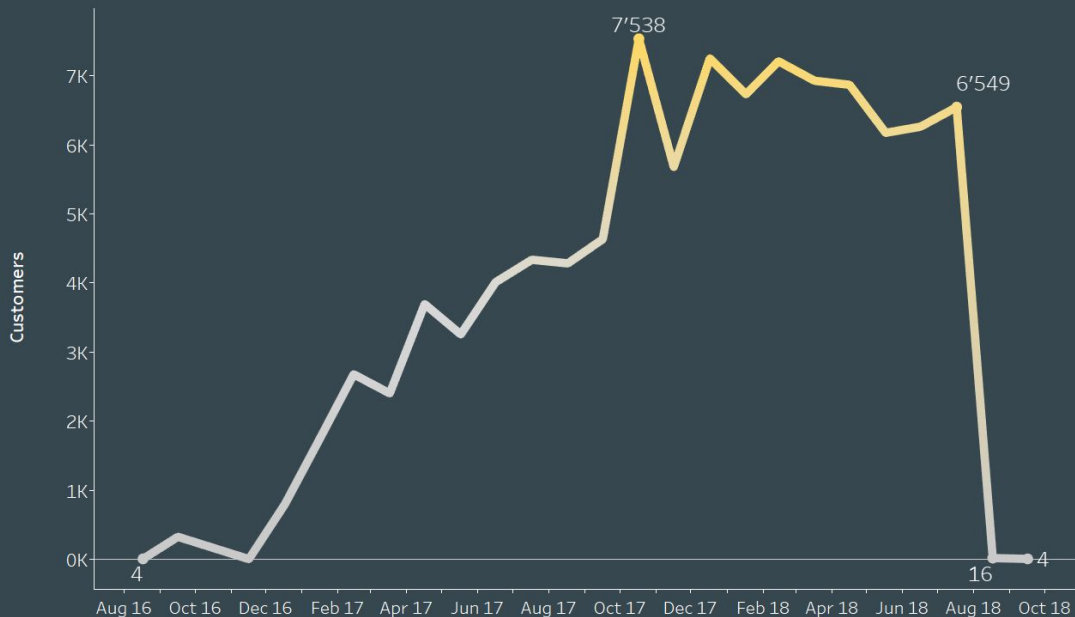


- Customer satisfaction is unstable
- Complains in the PC Gamer category
- The average level of client satisfaction is insufficient for premium products

Magist User Growth



Magist's User Growth stagnated from Dez 2017



Declining Growth Trend : A noticeable decline in customer acquisition raises concerns about the sustainability of the company's growth strategy.

Impact on Potential Partnership : The recent downturn in growth could indicate underlying challenges that may affect service delivery and overall market performance.

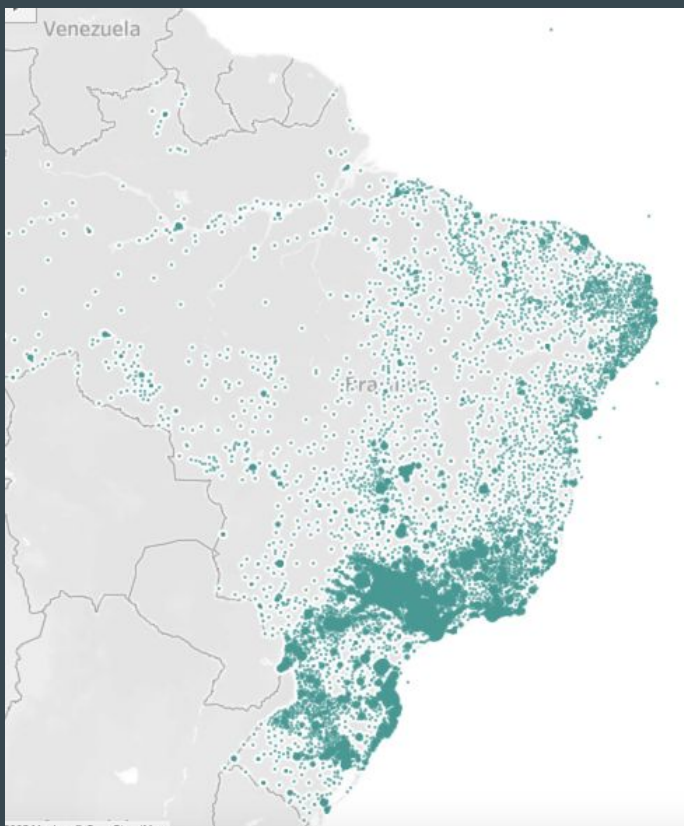
LOGISTICS FIT

97%

of all Magist's shipments could be delivered successfully

But over **10%**

of all Magist's shipments could **not** be delivered on time



Magist works together with
3095 different sellers and has
solid experience with operating
foremost in the west of Brazil

But only **20%**

of Magist's sellers are specialized in shipping high quality tech products

Vorgeschlagene Leistungen

Leistung 1

- Text hier einfügen
- Text hier einfügen

Leistung 2

- Text hier einfügen
- Text hier einfügen

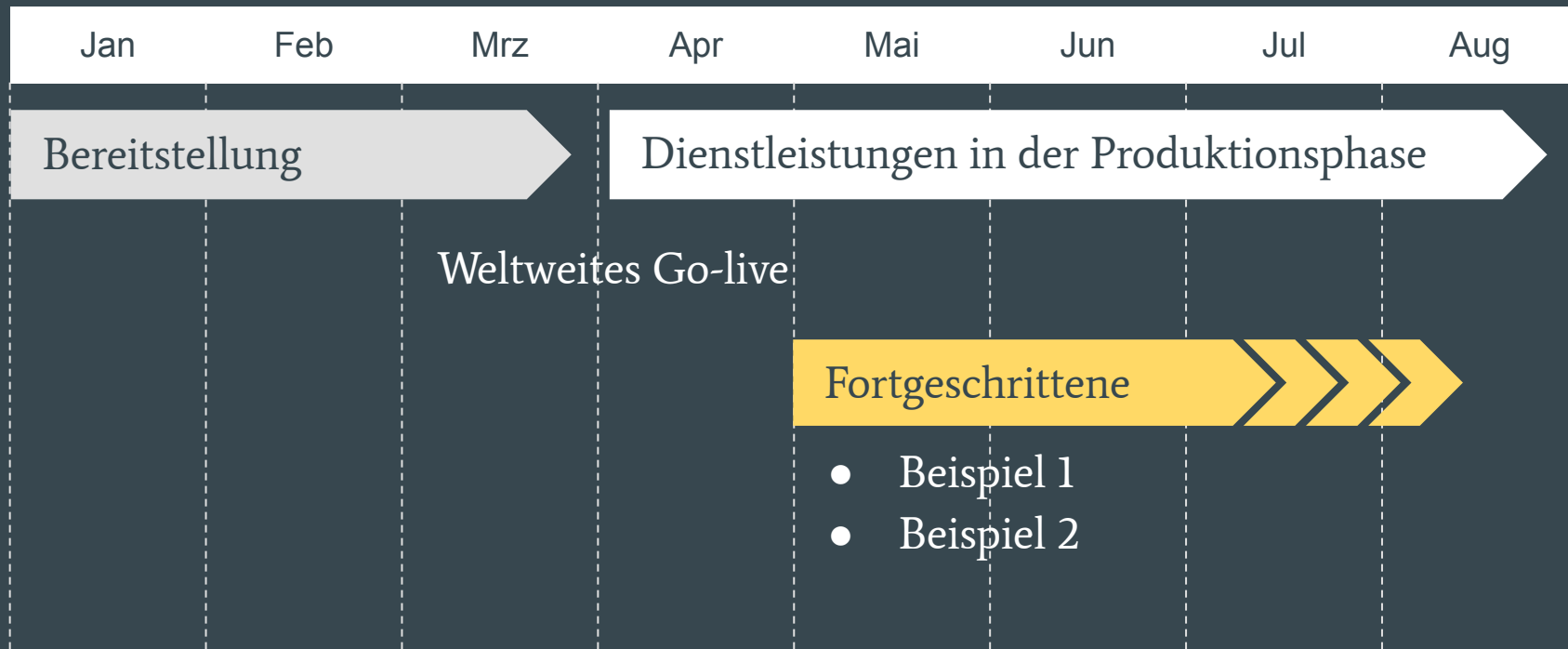
Leistung 3

- Text hier einfügen
- Text hier einfügen

Leistung 4

- Text hier einfügen
- Text hier einfügen

Zeitachse



CONCLUSION

ENIAC



Magist

Don't partner with Magist

Risk Assessment

Magist has strong capabilities in serving small and medium-sized businesses in Brazil but is **not a suitable partner for ENIAC's high-end tech products.**

Key Takeaway

The **risk of customer dissatisfaction and brand damage** due to delays and product quality inconsistencies is too high for ENIAC.

Recommendation

Consider and assess other logistics and service partners that align better with ENIAC's needs in the Brazilian market.

- [INTELIPOST](#)
- [NOVATRADE BRAZIL](#)

If there are any questions left, please get in touch



Janina Krug
Data Analyst

J. Krug@eniac.es



Sarmistha Pathak
Data Analyst

S. Pathak@eniac.es



Elyzaveta Batrakina
Data Analyst

E. Batrakina@eniac.es



Yuliia Tisnozub
Data Analyst

Y. Tisnozub@eniac.es

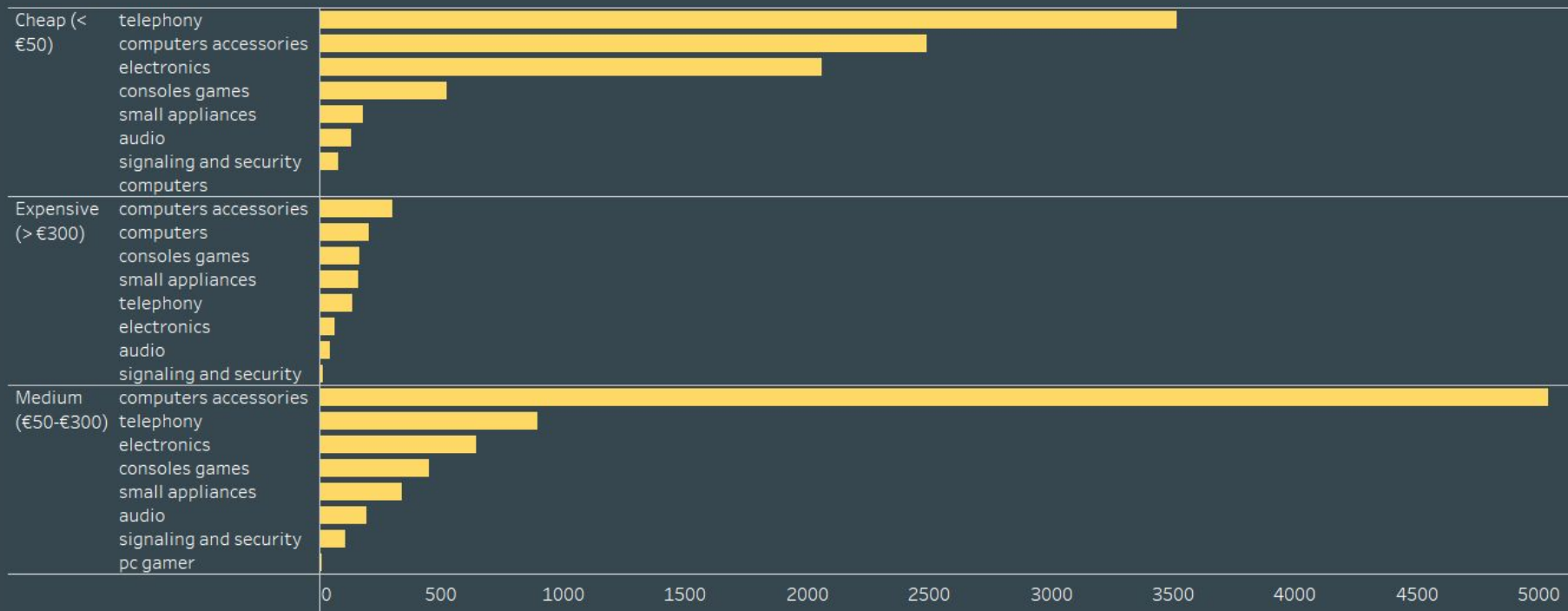


**THANK
YOU**

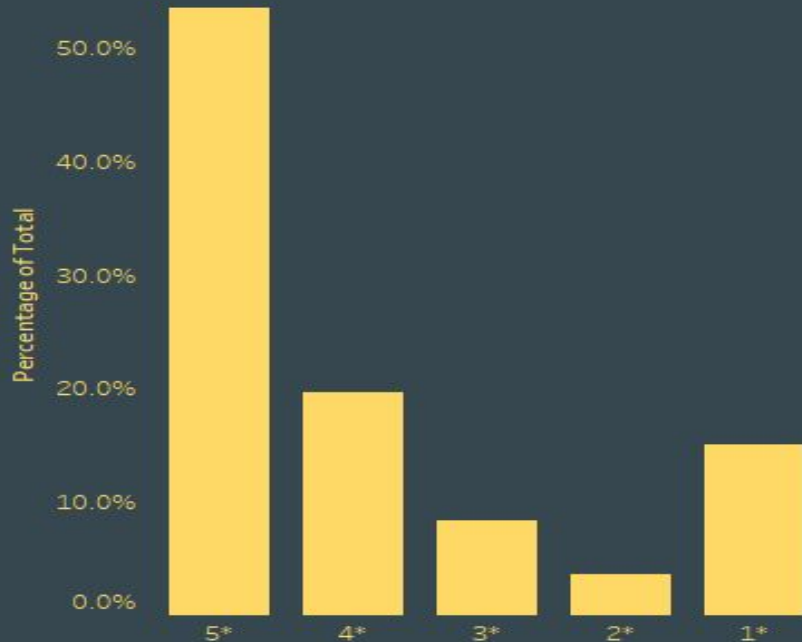
APPENDIX



Limited Presence of Premium Products in Price Range



Customer Satisfaction Rates - Entire range of products



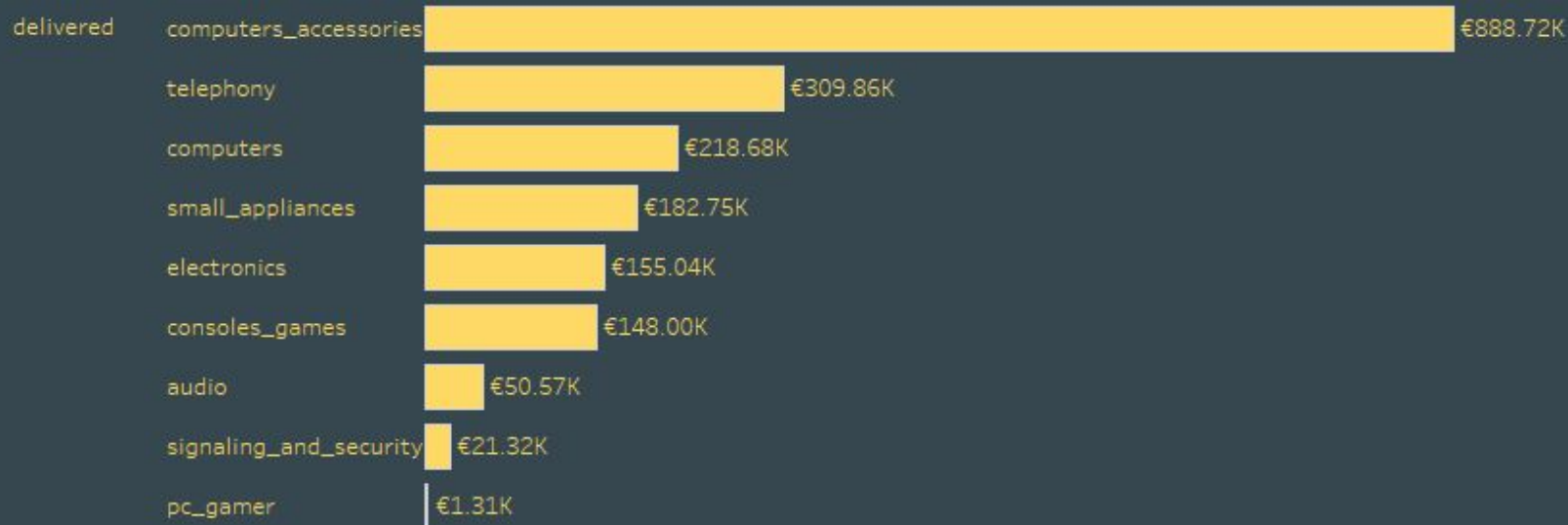
The consistency of high level of customer satisfaction with Magist's service across all product categories highlights the supplier's strong reputation and esteemed standing within Brazil.

The graph clearly illustrates Magist's efficiency as a service provider, highlighting that a convincing amount of goods were delivered successfully.

Order Status

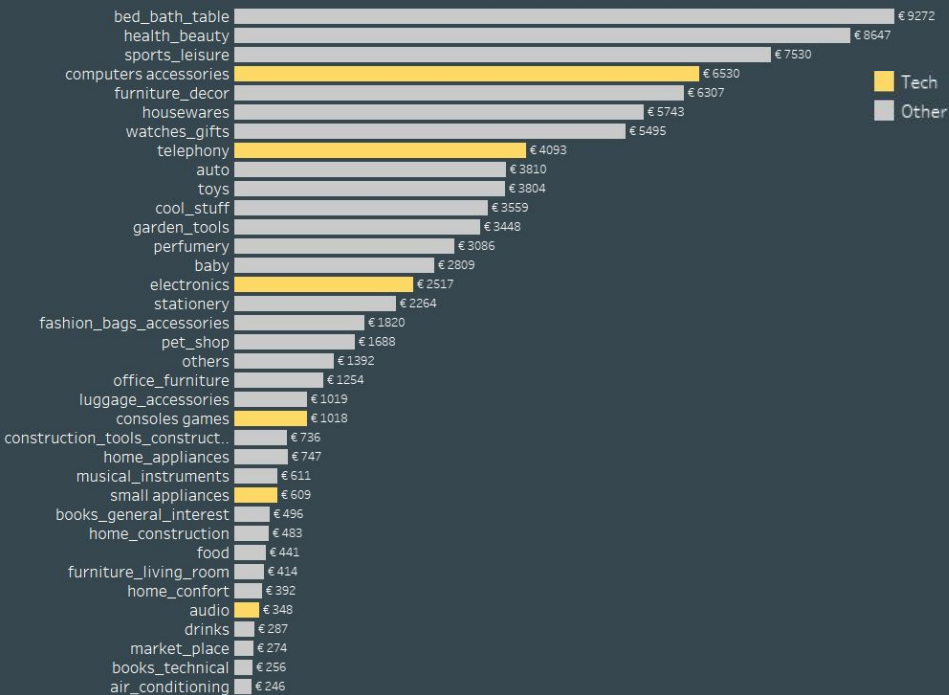


Total Amount of successfully delivered Tech Products



Order Fulfillment by Product Category

Delivered Orders by Category



Delivered Orders of Tech Products

