

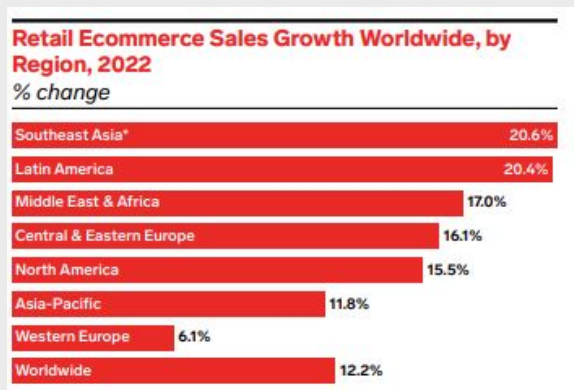
The background of the slide features a light gray, wavy, grid-like pattern that resembles a topographical map or a digital mesh. The grid lines are thin and intersect to form a series of small, irregular squares that follow the undulating contours of the surface.

# Magist and Brazil

Exploration of the tech market

# E-commerce in Latin America was the **second fastest growing** market in the world in 2020

## Forecast for 2022



Source: emarketer

“The next month is always the best month”

L.P., CMO of Nuvemshop, Brazilian e-commerce platform

Brazil is a mobile-commerce first  
nation that prefers to shop and pay via  
smartphone apps

Diversity of Brazil's geography leads to **logistical issues** that e-commerce companies need to overcome

Digital and physical **infrastructure** is **lacking** in many regions



Price in Brazil: 1.791\$

Price in USA: 1.196\$

Price in Germany: 1.323\$

Price in Brasil is:

**50% higher** than in USA

**35% higher** than in Germany.



Price in Brazil: 1.034\$

Price in USA: 518\$

Price in Germany: 572\$

Price in Brasil is:

**100% higher** than in USA

**80% higher** than in Germany



Price in Brazil: 441\$

Price in USA: 195\$

Price in Germany: 207\$

Price in Brasil is:

**126% higher** than in USA

**113% higher** than in Germany

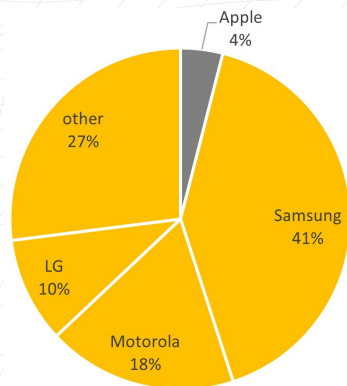
Source: Apple-official site

It's actually cheaper to take a 9 hour flight from Rio de Janeiro to Miami and buy an iPhone 13 than to buy it in Brazil.

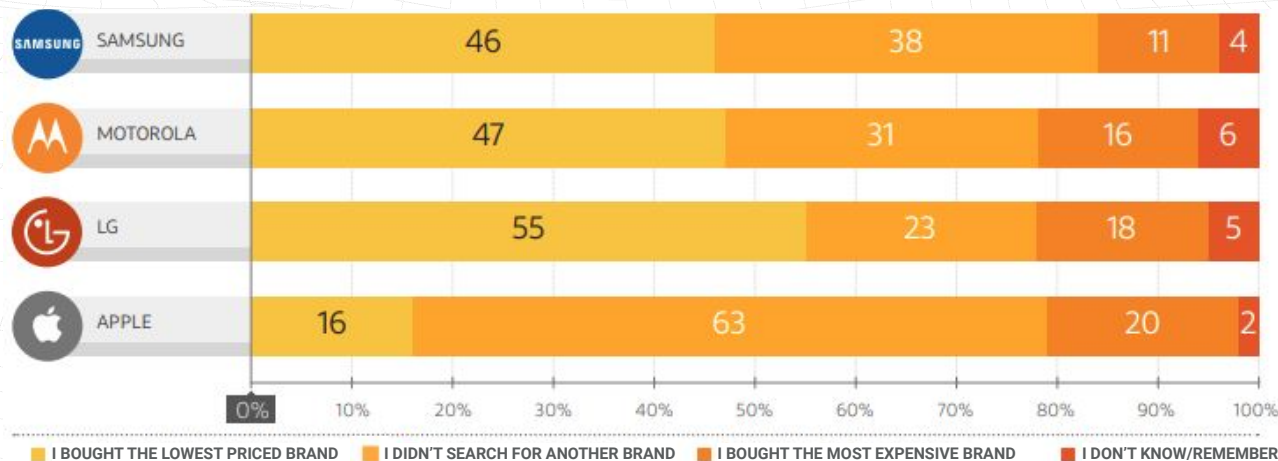
Brazilian prices are high due to the **high import tariffs** and **high VAT** (Value Added Taxes):

- ICMS - state vat tax
- IPI - federal vat tax for manufactured products
- IOF - federal government tax that incurs on financial trasactions

# Apple users - few but loyal



Did you research another brand before buying? If yes, did you buy the lowest price or the highest price brand?



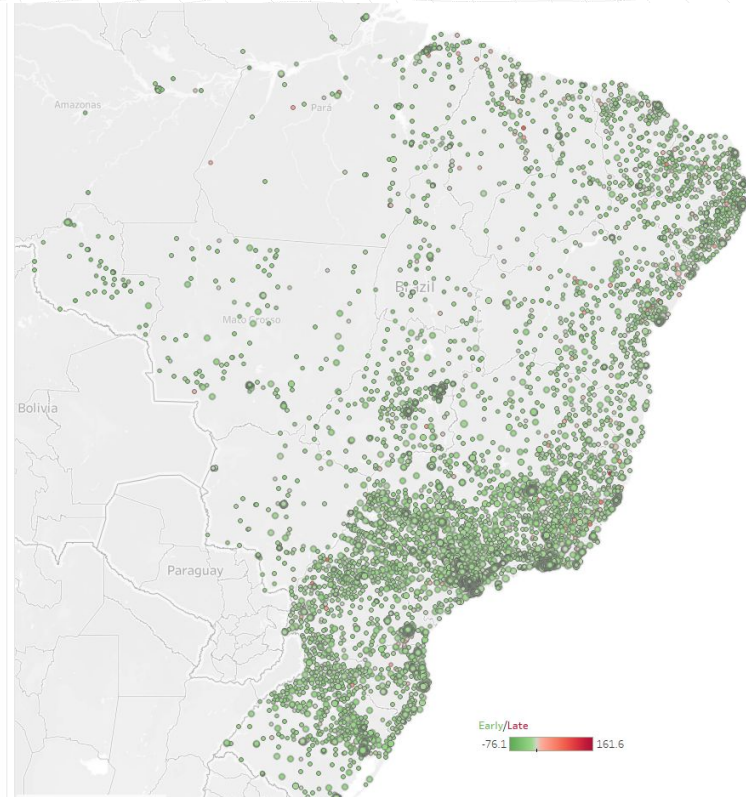
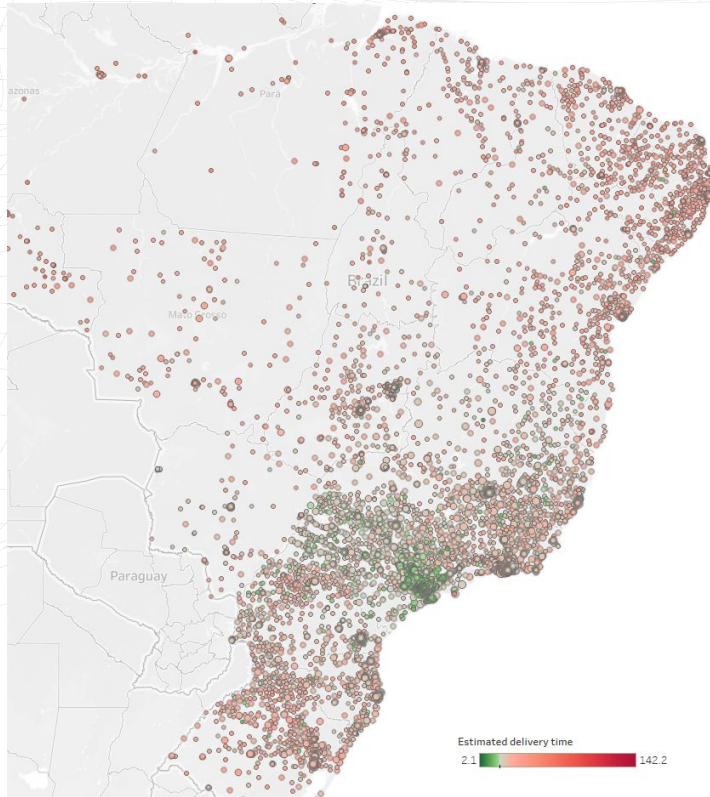
Source: fecomercio



# Magist

Magist average delivery time is **12.5 days**  
Apple store offers delivery **1 to 7 business days**

Estimated delivery time is long (up to 140 days) but orders are delivered earlier



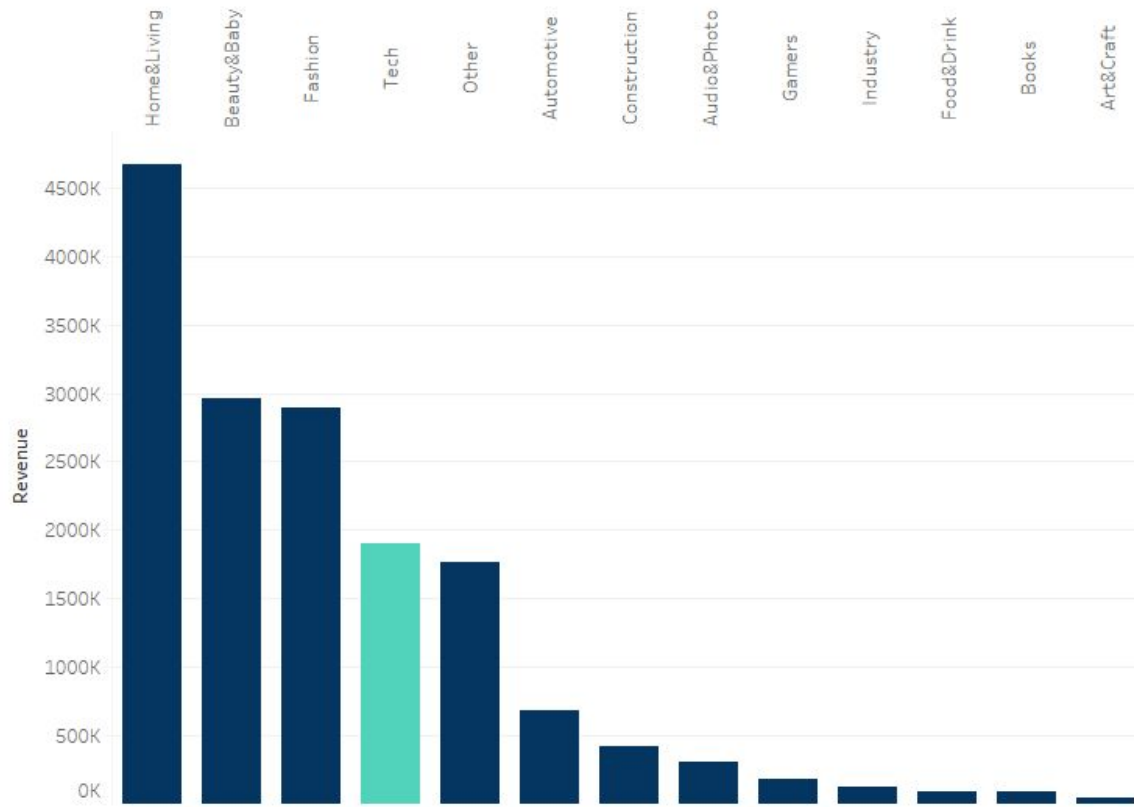
Eniac

40,044,542 €

Magist

9,636,694 €

Magist has  
limited  
expertise  
with **tech**  
products

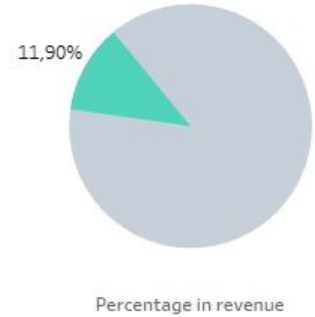


# Magist has limited experience with high end tech products

Magist - tech category

Average order price  
135.2

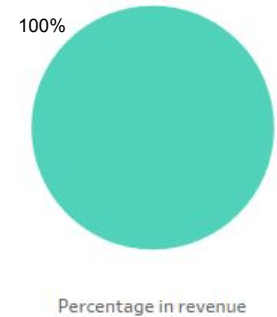
Average item price  
105.5



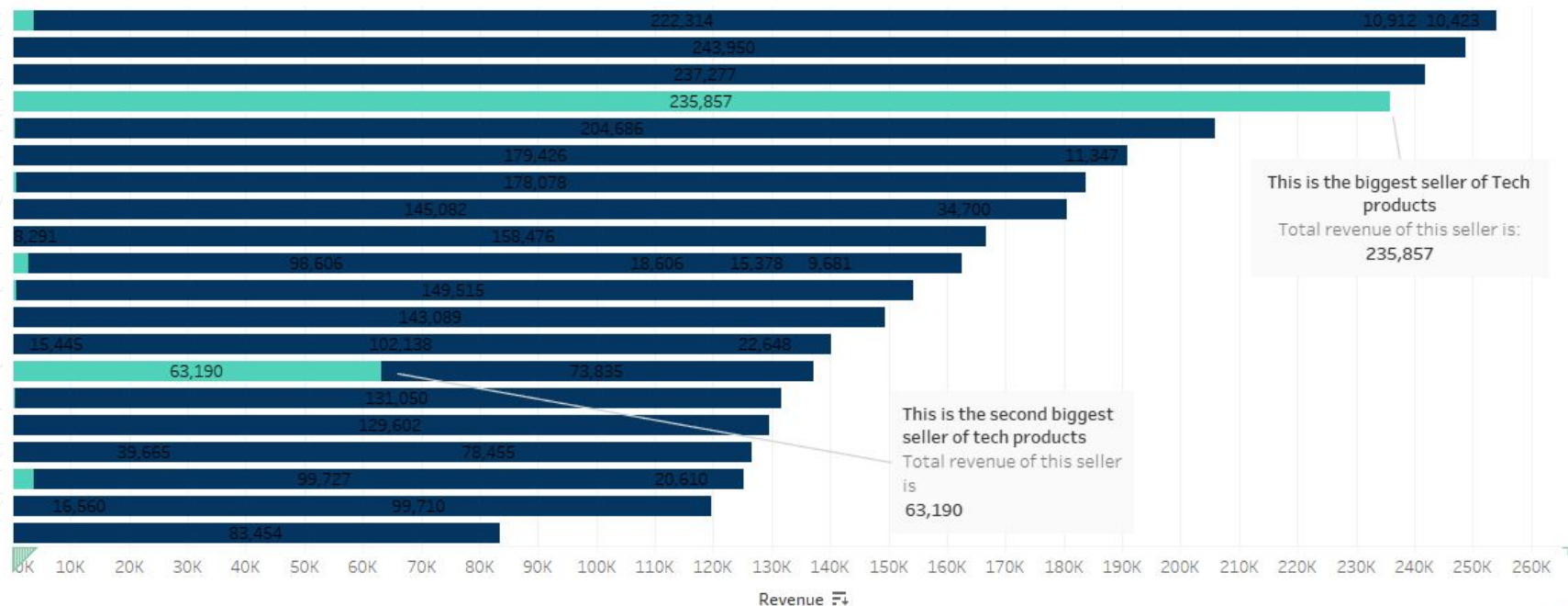
Eniac - tech category

Average order price  
710

Average item price  
540



# Sellers with biggest revenue in tech category are still far from Eniac's 40mil€



Brazil could be **good** market for  
Eniac



Magist does not have the large scale  
needed by Eniac

Magist delivery time is far from the highest standards

Magist has almost no experience with expensive high-end products and their users

We recommend to **pause entering the Brazilian** market until further exploration is complete

# Next exploration phase

## **FINANCIAL RESEARCH**

Look deeper into profit after all those Brazilian taxes

## **BENCHMARKING OTHER MARKETPLACES**

Find another e-commerce platform that fits more to Eniac and consider gain/loss after their cut

## **PRODUCT DEVELOPMENT**

Consider going to Brazilian market with own platform (mobile one)

# Sources

<https://labsnews.com>

<https://www.emarketer.com/>

<https://www.fecomercio.com.br/>