

Strategy meeting:

Expansion to the Brazilian market via Magist



The Brazilian Market

3rd Largest Economy
in western
Hemisphere
(1.92 trillion US\$)

**Fast growing
eCommerce market:**
2018: 53 Billion US\$
2024: 126 Billion US\$

2nd largest population
in the Western
Hemisphere
(215 million)



Who is Magist?

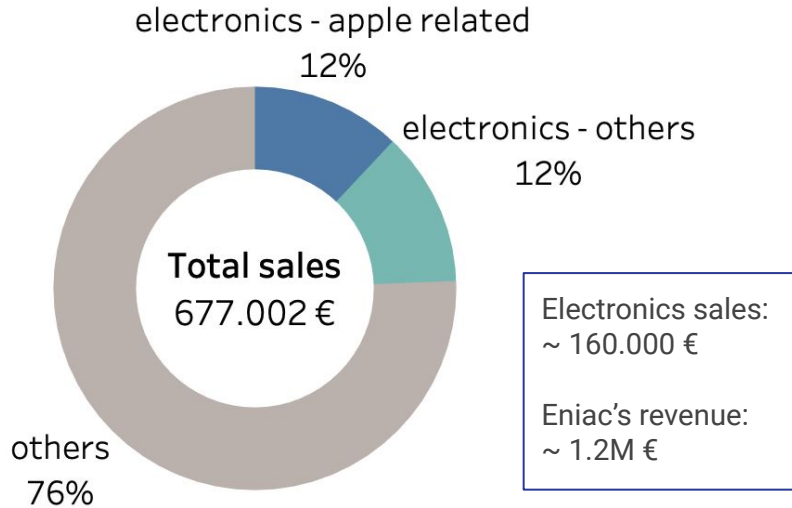
Software as a Service company
for centralized order management

- Connect stores to marketplaces
- Stock and warehouse management
- Advantageous contracts
- Comprehensive Delivery Tracking
- Adaptable Logistics Network

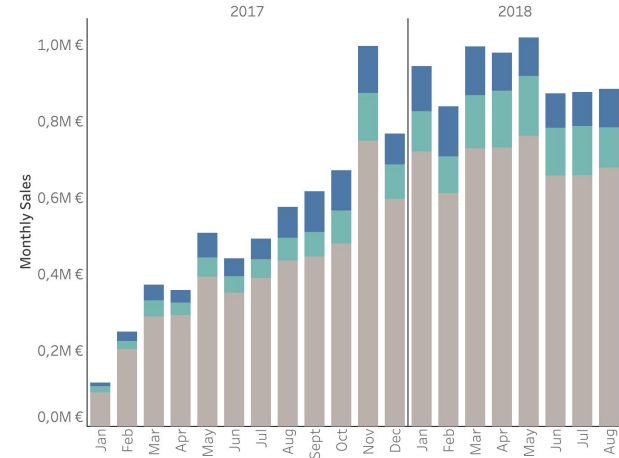


Average monthly sales and growth rate

Average monthly sales



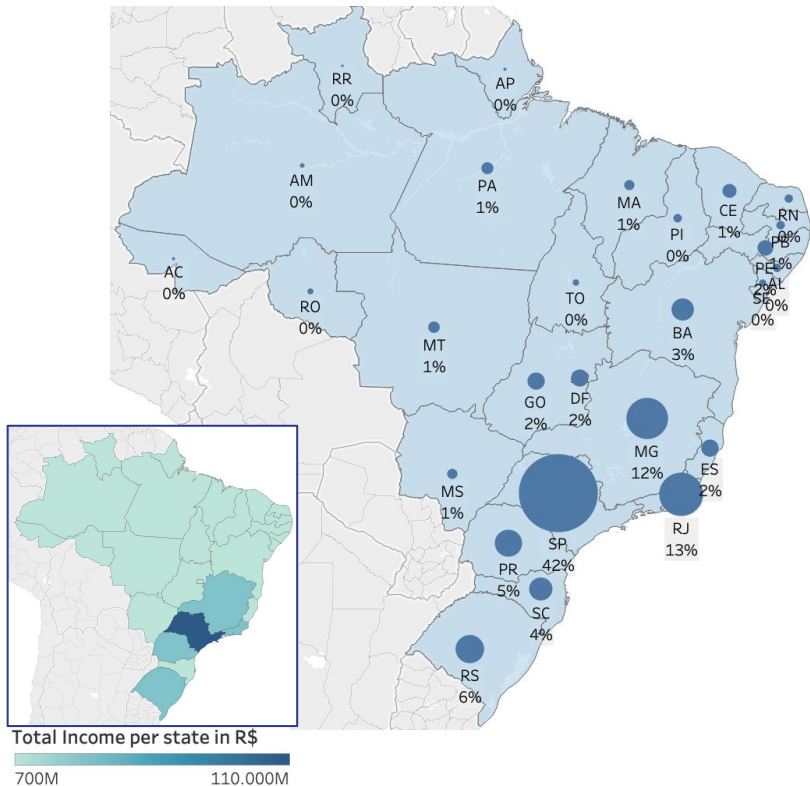
Development of Magist's monthly sales



- Reasonable percentage of sold goods correlate with Eniac's portfolio
- However: small overall sales revenue
- Significant sales growth over last 2 years. Future trends unclear.

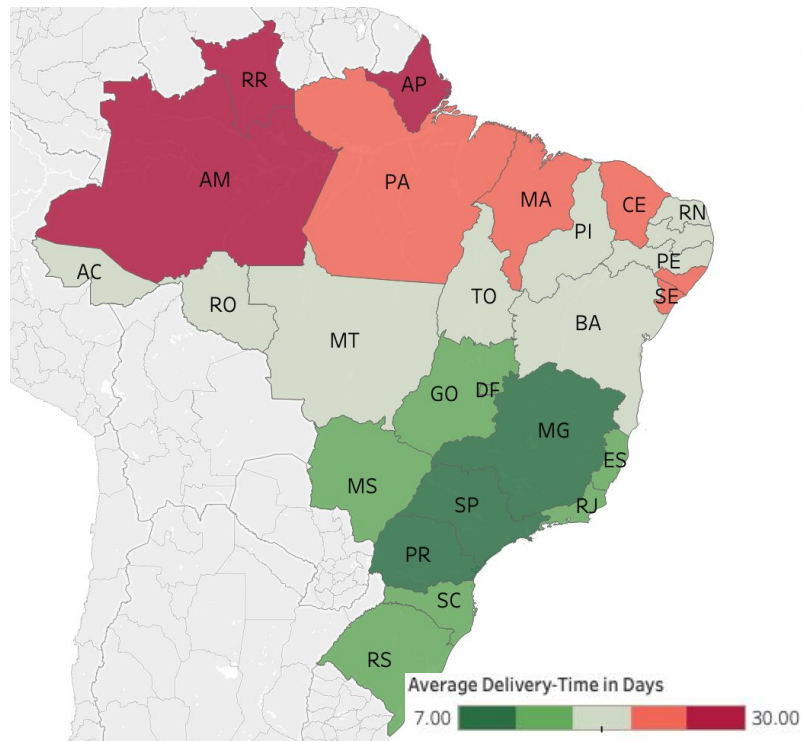
Regional sales vs. population and income

customers per state



- Main sales in **major economic regions**:
São Paulo (SP), Rio de Janeiro (RJ),
Minas Gerais (MG)
- Less sales in **northern regions**
 - Lower average income
 - Further geographical disadvantages?

Delivery Times



- Average delivery time: **12 days**
- No significant difference among product categories
- Sellers mainly located in the **south**
 - Longer delivery times mainly for **northern states**

Major Cities (e.g., São Paulo, Rio de Janeiro)

3 to 7 business days.

Mid-Sized Cities and Surrounding Areas:

5 to 10 business days.

Remote Areas and Northern Regions:

7 to 15 business days.

Pros

- Increase company's profit
- Delivery times acceptable
- Magist sales revenue **increases**
- Overall positive reviews
(average score of **4.1/5**)

Cons

- Risk to enter new market
- Geographical disparities
- Sales Growth rate might **stagnate**
- Small **total sales revenue**
compared to Eniac standards

- **Conclusion:** Considering an alternative is advisable
- **Alternatives:** Mercado Libre, Novatrade or Fulfillment Services of bigger players such as Amazon or Shopify



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