

# Exploring Market Expansion Opportunities in Brazil - Recommendations for Eniac



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# Presentation Outline

 Magist Overview

 Brand's Current Presence in the Target Market

 Key Pillars on Magist Database:

 Logistics

 Tech Products' Sales Performance

 Customer Satisfaction

 Result Analysis

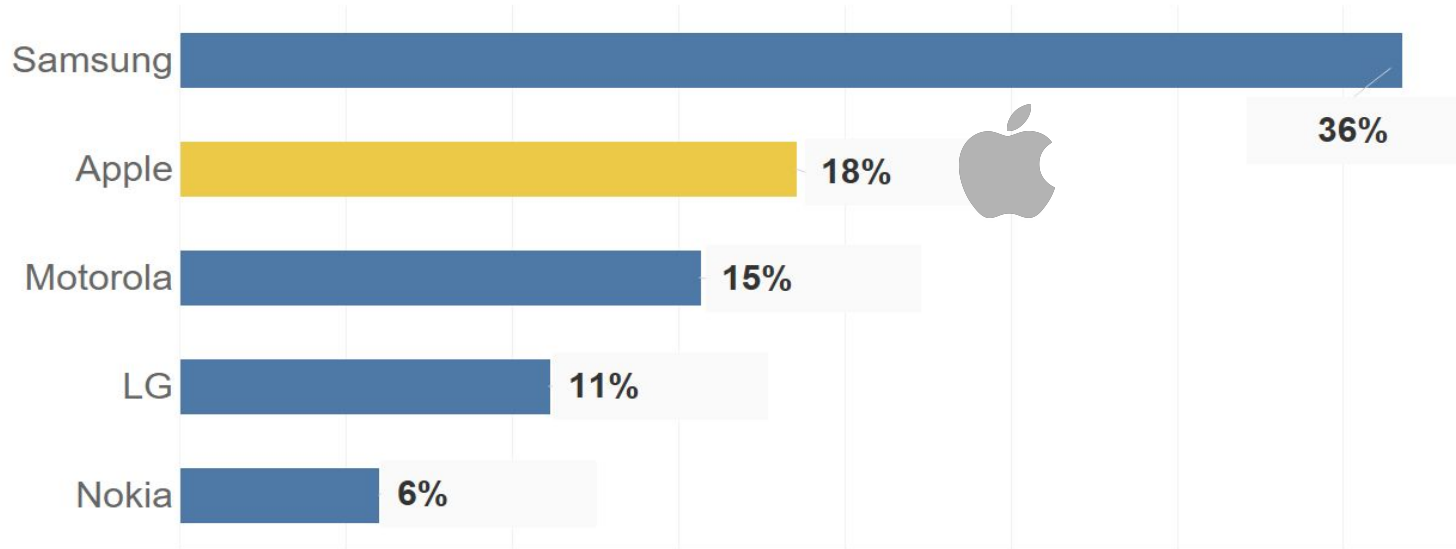
## Magist Overview



- Leading Brazilian SaaS company
- Specializes in centralized order management
- Connects small to medium-sized stores with major marketplaces
- Offers after-sales services for efficient operations
- Benefits from economies of scale with advantageous contracts

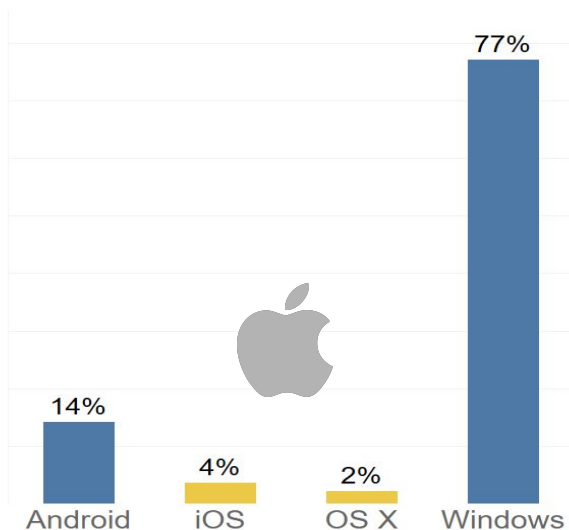
## How popular are **Apple products** in Brazil?

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**

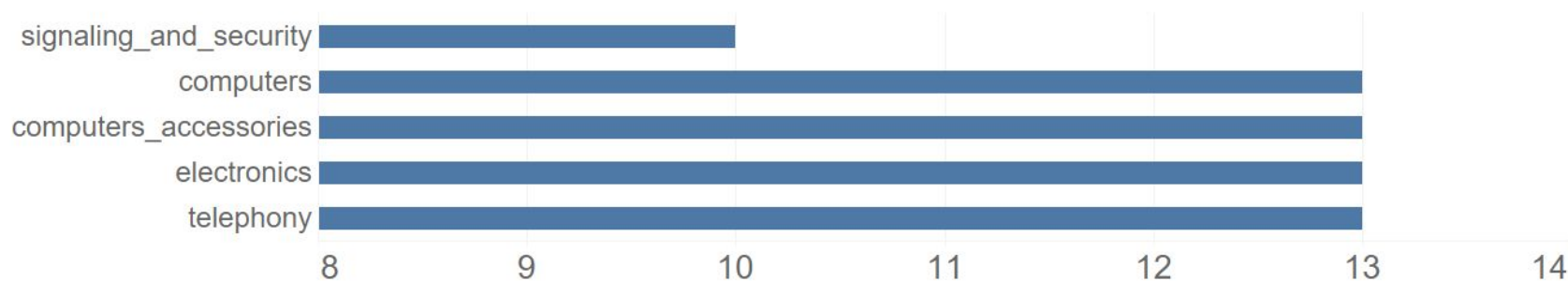


# How effective are the **logistics** at Magist?



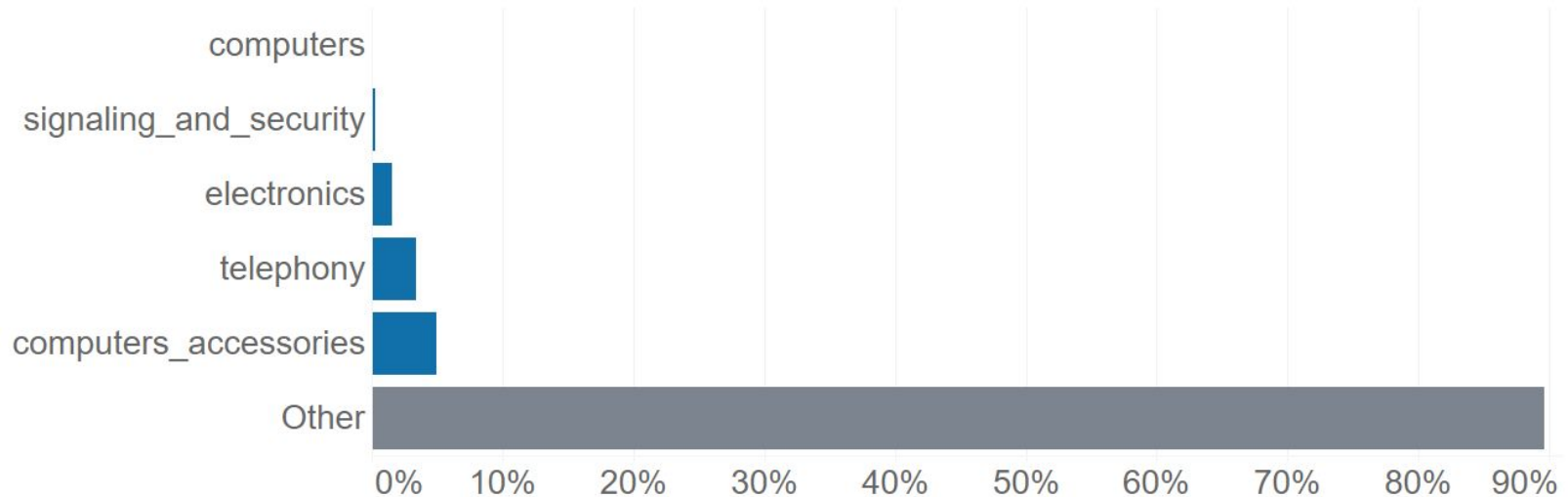
Magist: ~**13** days for delivery of tech products

Brazil: ~**10** days for delivery

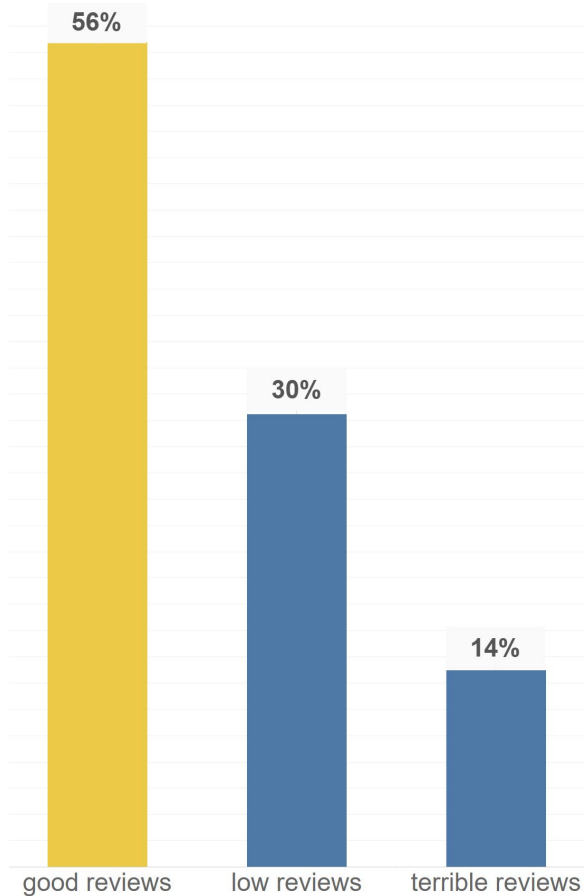


# What is Magist Tech Products' **sales performance**?

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



# Customer Satisfaction at Magist

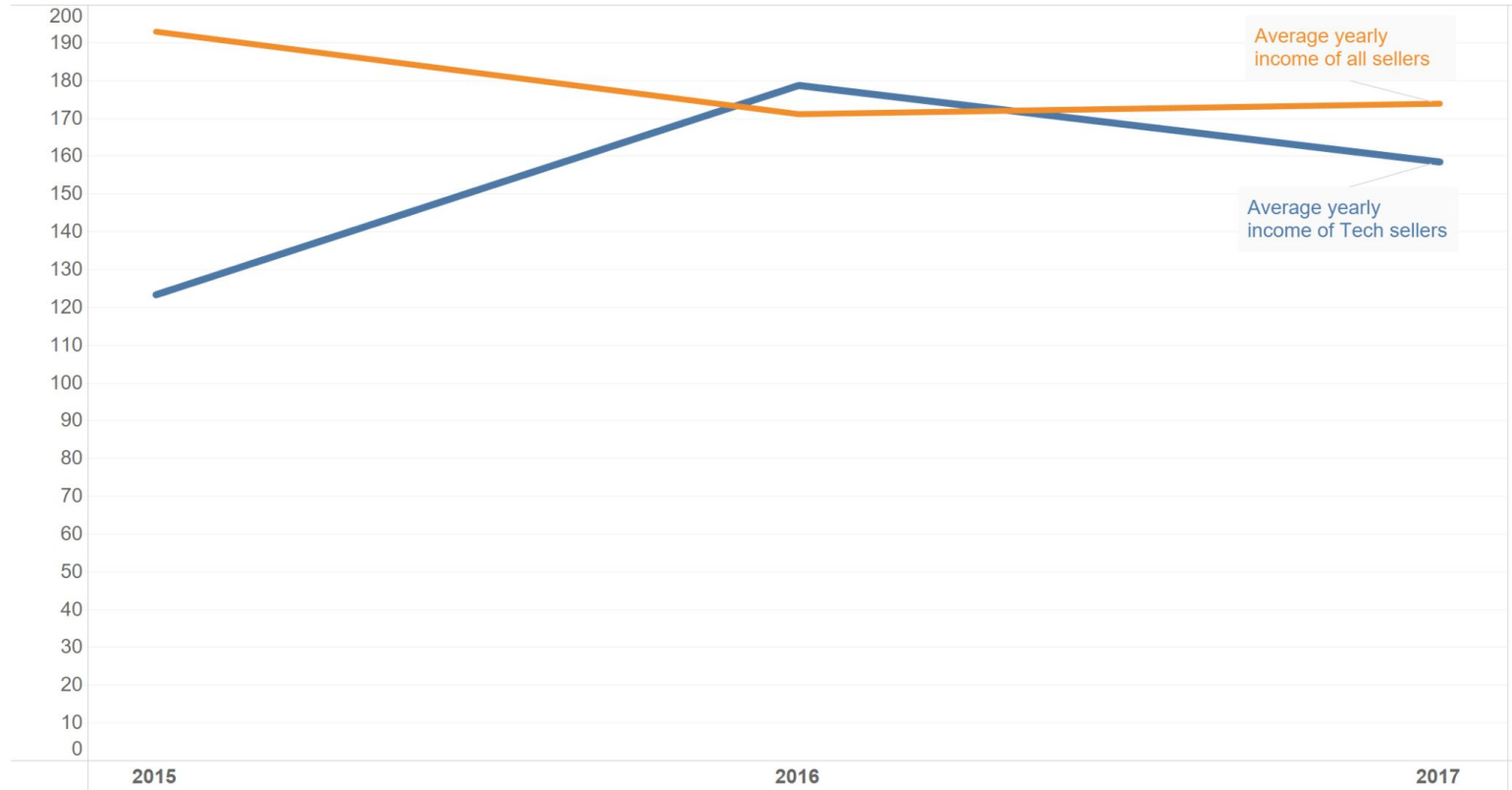


Good Reviews ★★★★★  
Low Reviews ★★★  
Terrible Reviews ★★

**Only 56%** of Magist's  
customer reviews are positive



# Average Yearly Income: All sellers vs Tech sellers



# Conclusion

- Customer satisfaction level is *acceptable*, but partnering with Magist to launch in Brazil is *not recommended* ❌
- *Low popularity* of the Apple brand in the country is a key factor ⚠️
- *Underperformance in logistics* raises doubts and leads us to refrain from making a recommendation ❌
- *Low sales rate* of technological products in comparison to the entire e-commerce platform is another concern ⚠️
- The low popularity may be attributed to the *high price of the brand* and *lower salaries in Brazil* compared to the Spanish market ⚠️
- *Long delivery timings* could potentially harm the image of the Eniac brand and lead to negative reviews ❌

Thank you for your attention.

Any Questions?