



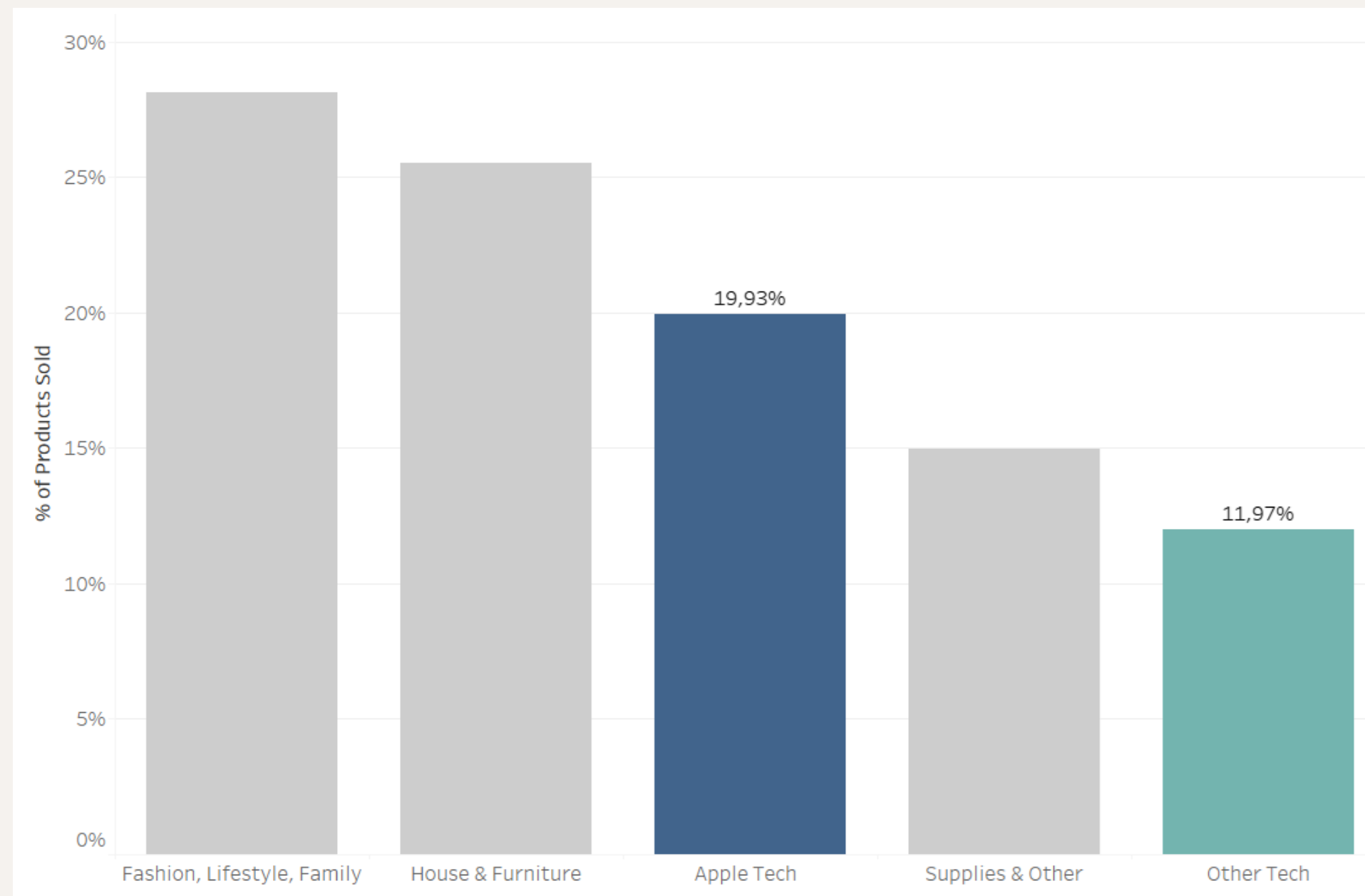
Unlocking Brazilian Potential: A Strategic E-Commerce Partnership

Introduction to E-Commerce in Brazil

	Spain & Italy	Brazil
E-Commerce Sellers (worldwide)	Top 10	Top 20
Online Shoppers	39 M	39 M

Brazil is a **dynamic market** with immense potential for e-commerce growth in online sales.

Introducing Magist: Potential Key Enabler for Eniac's Market Entry

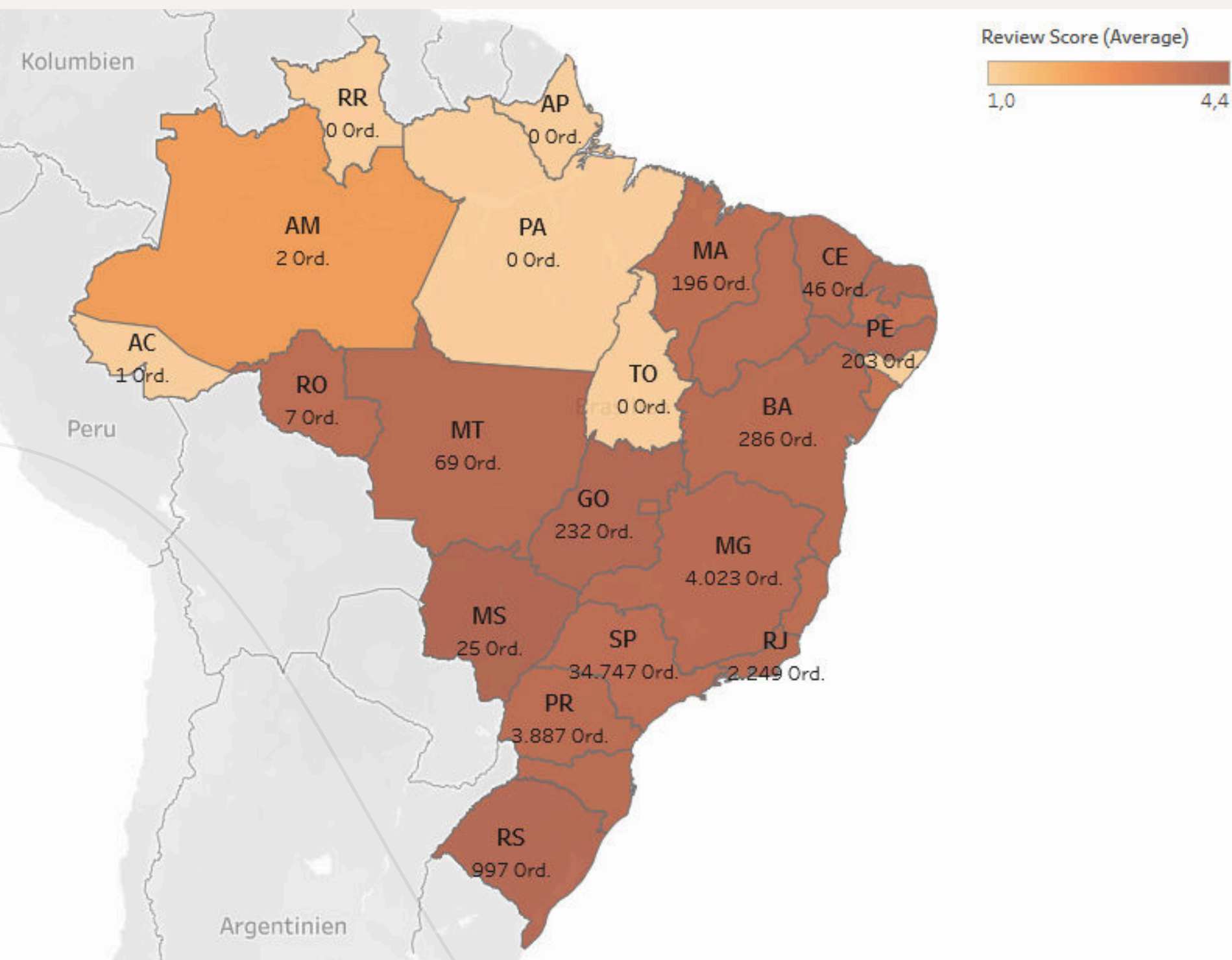


Magist sells a wide range of products with the main categories being Fashion, Household and Tech.

Apple Tech products account for ~20% of Magist's sales.

This category includes...

- Audio
- Computers & Accessories
- Electronics
- Tablets
- Phones
- Watches



Magist's Strengths: High Performance in Coast States

The distribution of orders per year and review scores across Brazil shows Magist's strengths in distributions in densely populated coast states - residence of our target audience: young & tech-savvy.

Amazonian regions pose distribution difficulties and are low on overall orders.

1.542

**AVG NR OF
ORDERS**

4/5 STARS

**AVG CUSTOMER
SATISFACTION**

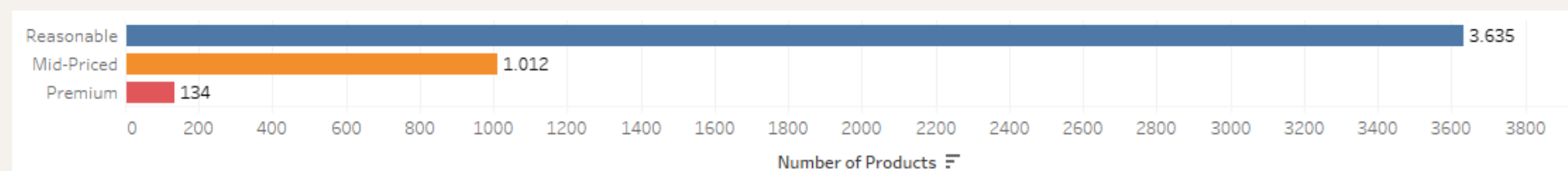
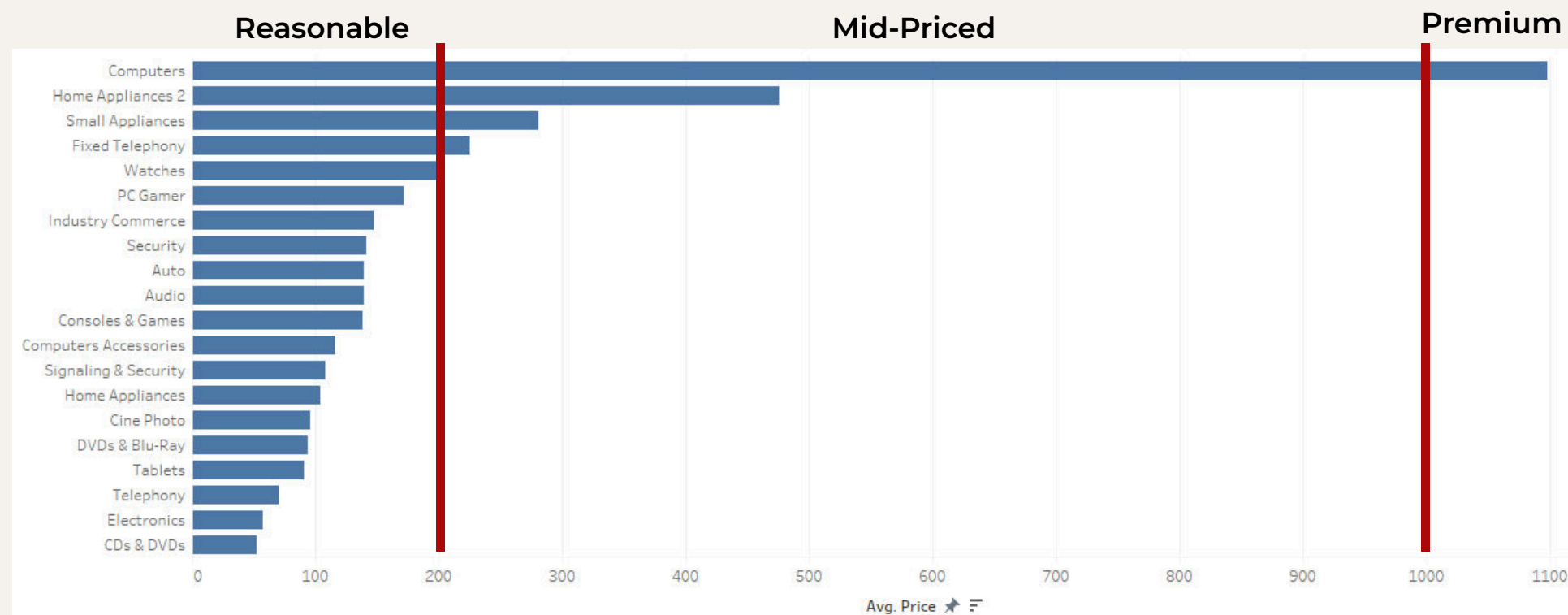
12,9 DAYS

**AVG DELIVERY
TIME***

* 8 Days below National Average | Source: Statista (2018)

Magist's Shortcomings: Low Specialization in Mid-Premium Products

Magist is **not specialised in technology**, as less than 20% of its total products are technology products. In addition, the majority of Magist's products are priced below the Eniac average.



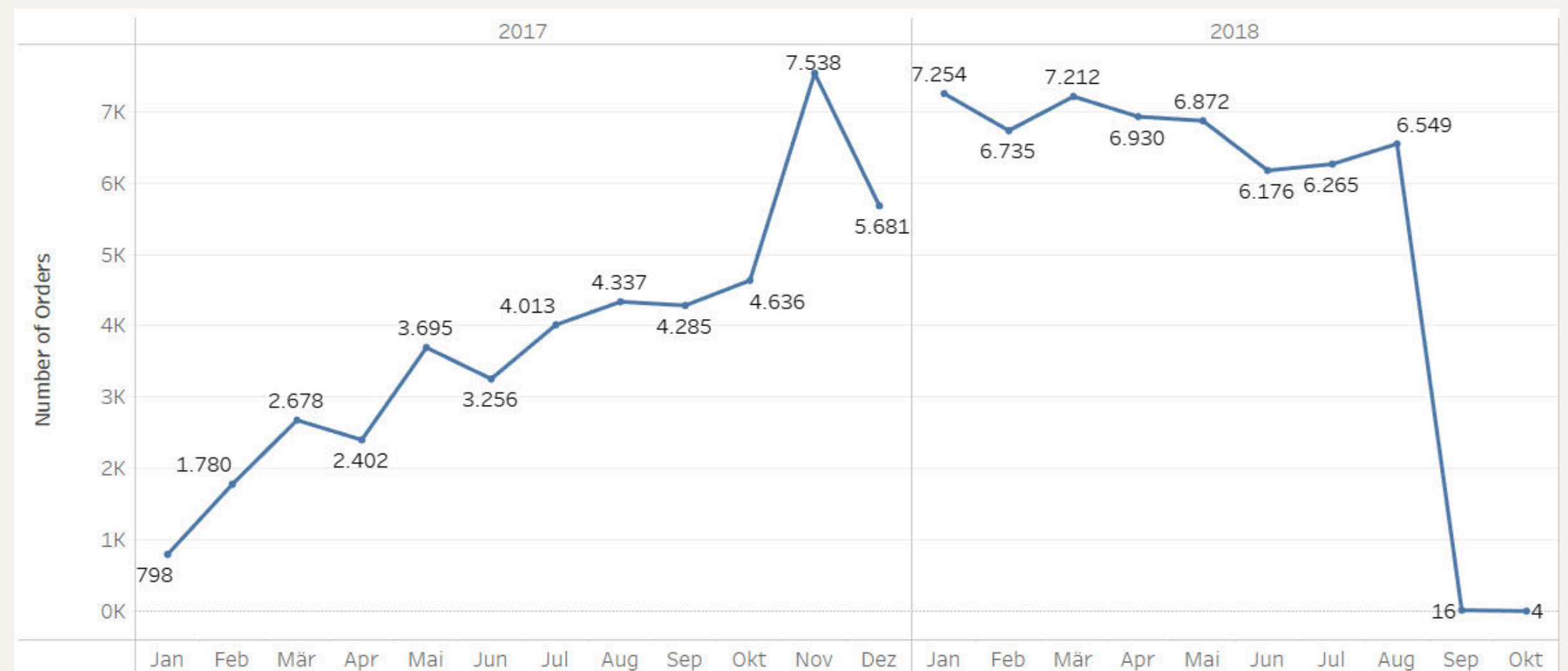
Eniac focuses on premium mid-range Apple products with an **avg. price of €540**.

While **Magist's** technology products have an **avg. price of €120**.

Magist's Shortcomings: Striking Order Decline

After steady growth in orders in 2017 Magist's orders and customer base plateaued, with a slow decline in 2018 and an odd drop in September and October.

Further investigation is needed to determine the underlying cause:
Data loss? Technical problem on Magist's website?



Next Steps: Expansion Roadmap

DECISION TIMEFRAME ?

WIDE:

→ **Compare with a more specialised competitor**

e.g. KaBuM!

...a Brazilian e-commerce company specialising in technology, including hardware, gaming products, electronics, smart home devices, and smartphones.

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



Next Steps: Expansion Roadmap

DECISION TIMEFRAME ?

NARROW:

→ **3-year trial contract with Magist**

- Leverage strong markets
(e.g. São Paulo, Paraná, Minas Gerais, Rio de Janeiro)
- Improve quality in underperforming areas
Address issues in low performing states (e.g. Acre, Amazonas)
- Monitor and evaluate performance
Collect and evaluate data every 3-6 months





Thank You!

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Plots by Data Analytics Team

