

IS MAGIST A GOOD PARTNER FOR HIGH END TECH PRODUCTS?



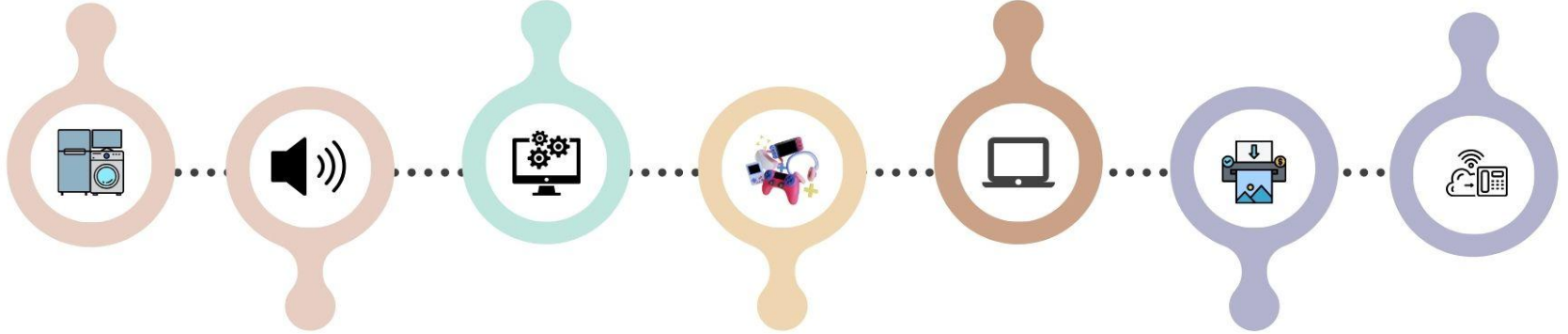
Categories of Tech Product

Electronics

Computer_Accessories

Computer

Telephony

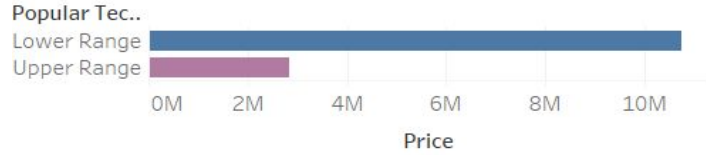


Audio

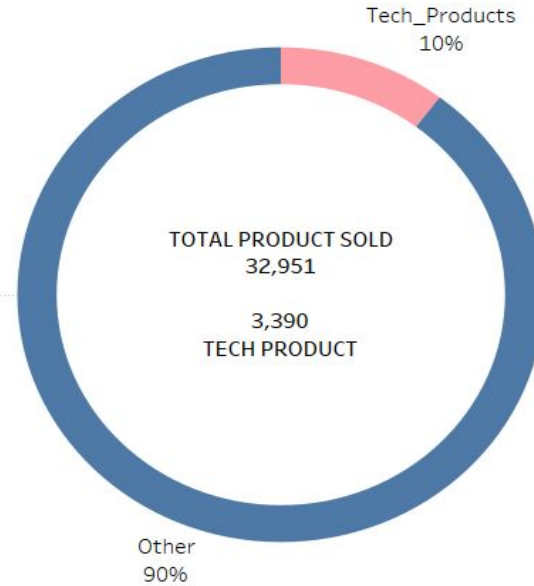
PC_Gamer

Tablets_Printing_
Image

Share of expensive TECH Product

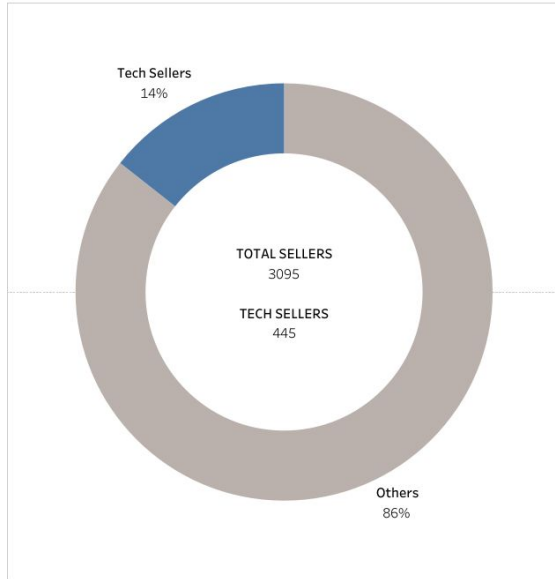


Lower Rrange = 3235
Upper Range = 158

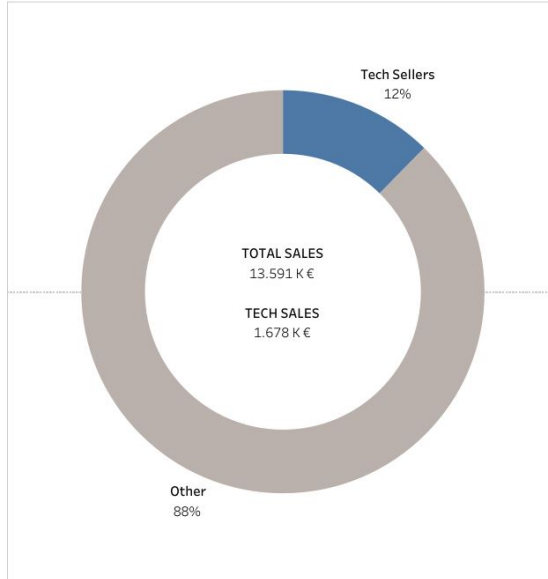


2. Sales Compatibility (25 Months Period)

Tech Seller Share



Tech Seller Earnings



Average Monthly Earnings

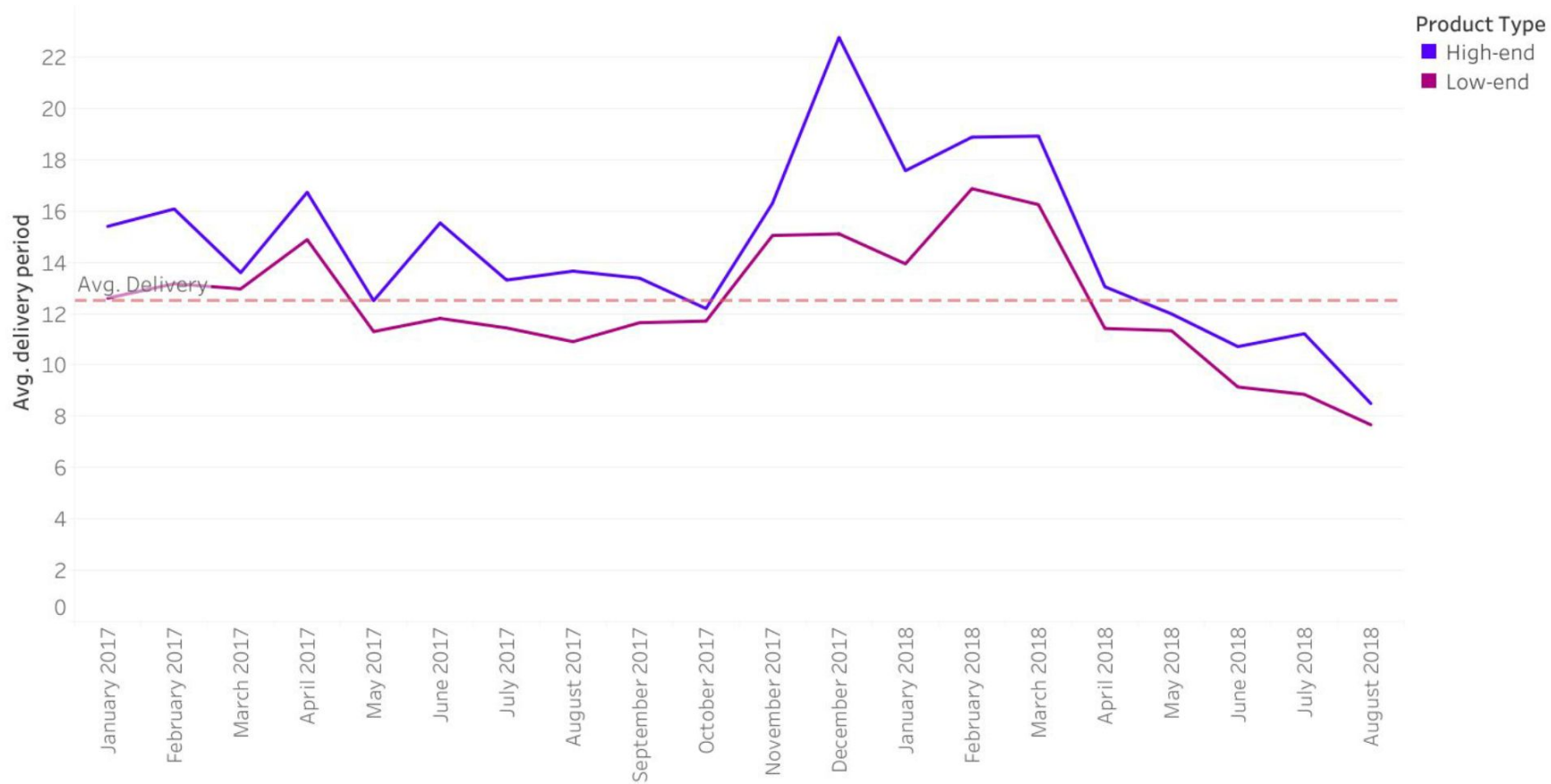
174 €

Average Tech Seller Earnings

146 €

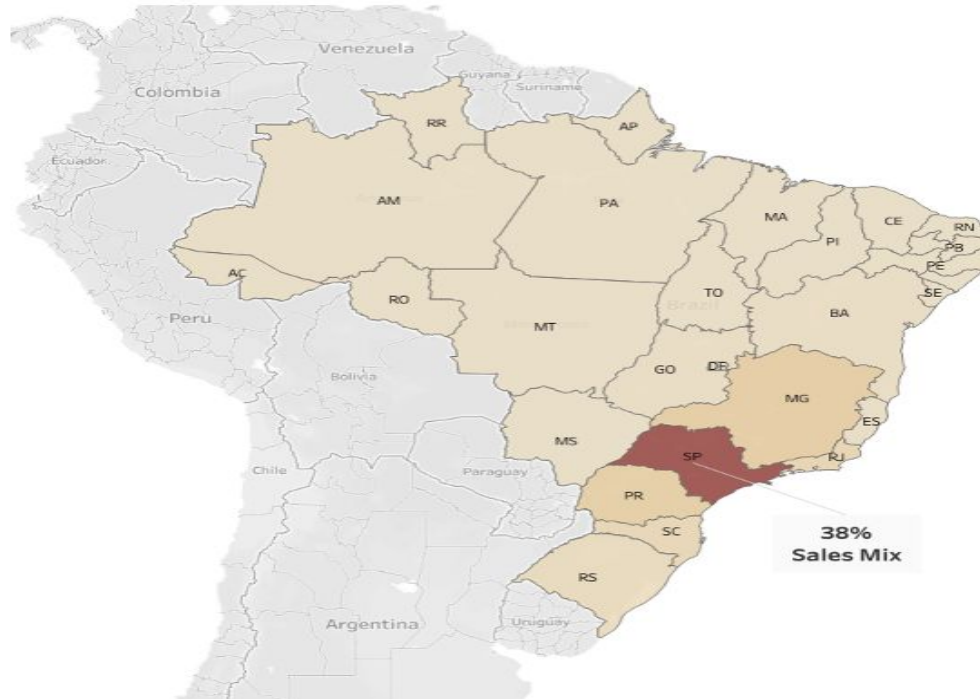
Earnings Ratio

84,12 %



Brazil: Localized Expansion

**Sao Paulo: Accounts for 38% of
Magist's sales in tech categories
and delivered status**



Conclusion

1. **Magist's Delivery:** Faster than the Brazilian average with high customer ratings.
2. **High-End Products:** Currently, there is weak demand, and growth is not projected.
3. **Eniac Products:** Pushing products priced under 500€ could help generate revenue sooner.
4. **Magist: Continue Negotiations:** Renegotiate and request more precise data from Magist to enhance assessments.
5. **Other Companies:**
 - a. Amazon holds a 5-10% market share in electronics & media in Brazil (ecommerceDB, 2021).
 - b. Amazon announces one-day deliveries in Brazil to compete with rivals (LABS, 2021).

