

# Eníac:

Brazilian  
market  
with  
Magist



Chance to expand

**01**

**Is Magist a good  
fit for high-end  
tech products?**

**02**

**Are orders  
delivered  
fast?**

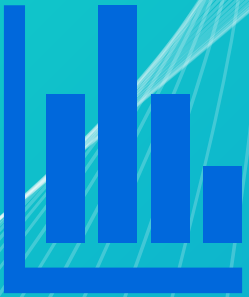


- Tech. products



- Tech. sellers

- Delivery quality

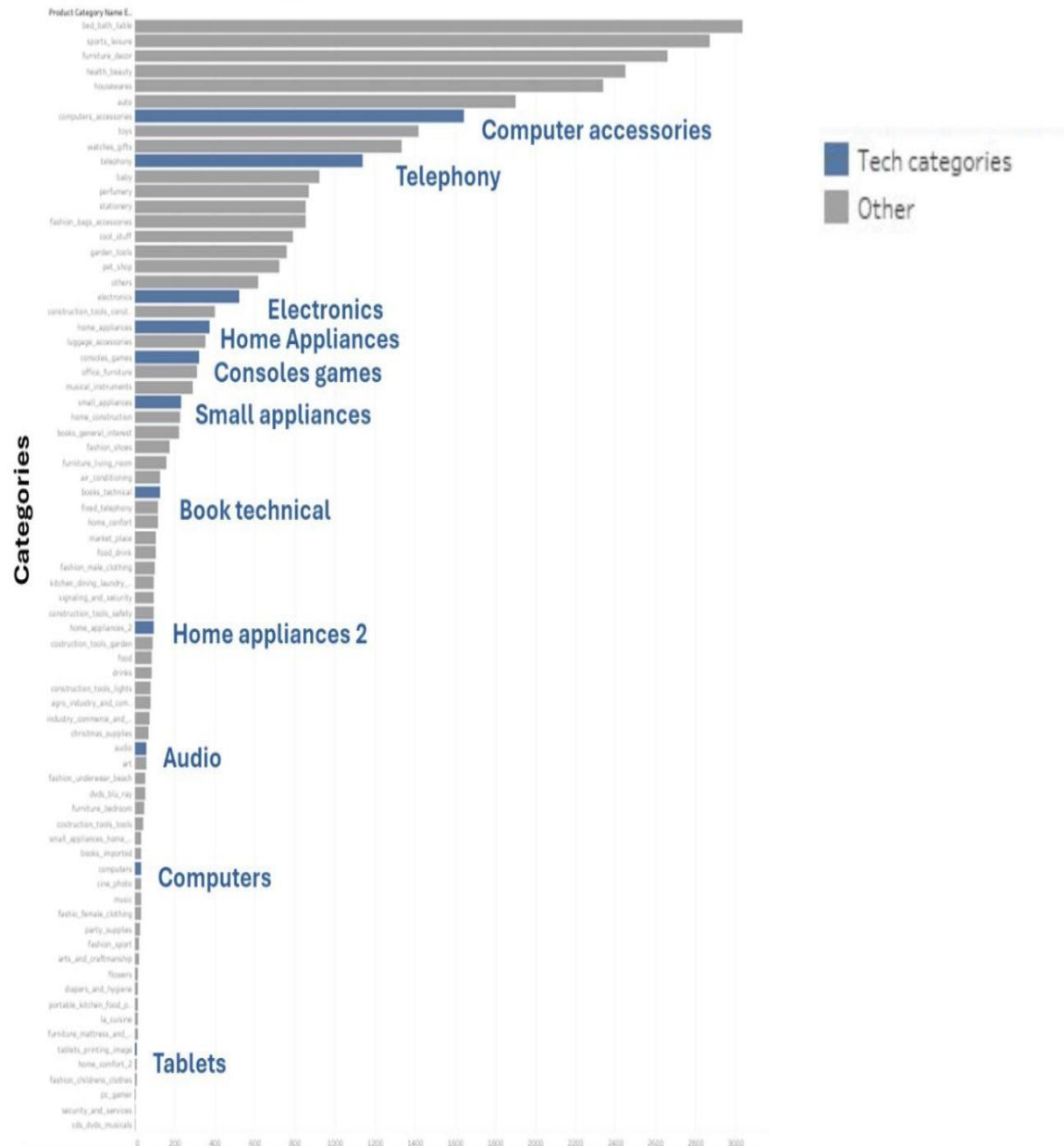


# TECH PRODUCTS





## Magist Catalogue Products: Tech Products

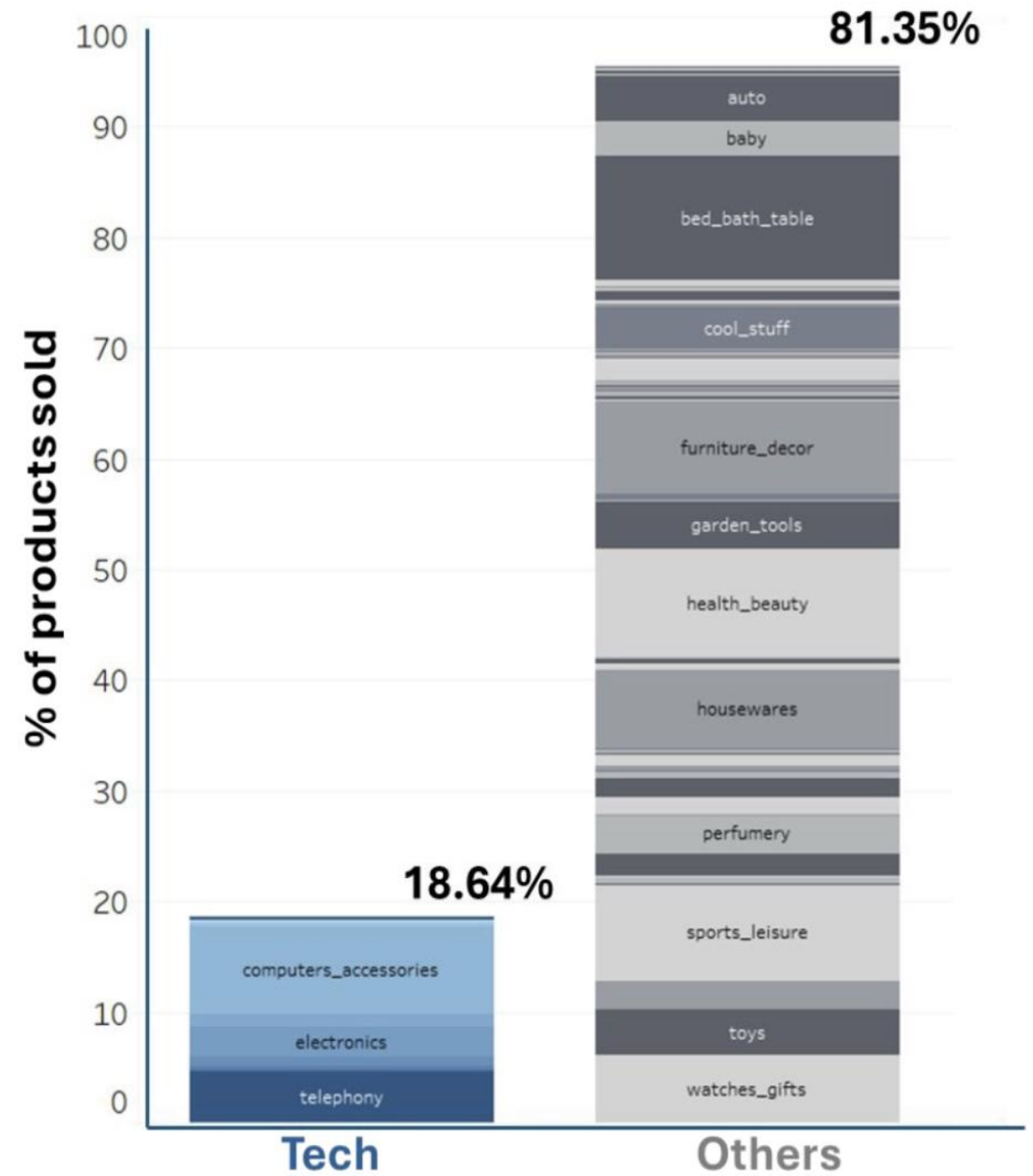


# MAGIST TECH PRODUCTS

*Tech products contribute nearly 20 % of total product sales*

*Tech is a strong category, but non-tech remains the primary revenue driver for magist.*

**Sold tech products are less than 20%**



# Average price:

Item.

Eniac.

Magist

Avg. order price

€710

€137

€131 (tech)

Avg. item price

€540

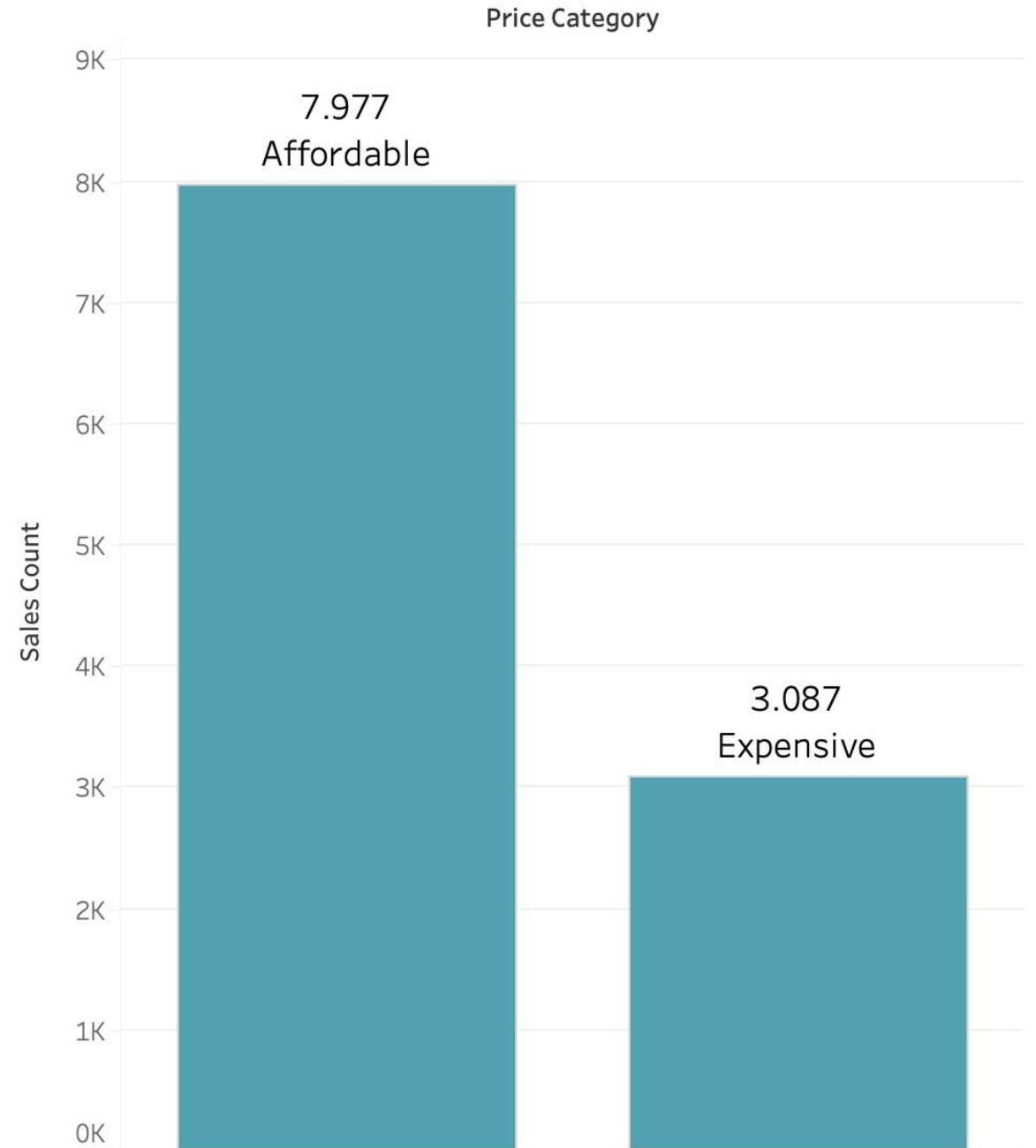
€120

€115 (tech)

Tech products  
represent a strong  
sales category in  
Magist.

Affordable tech  
products are more  
popular than expensive  
ones.

AFFORDABLE vs EXPENSIVE







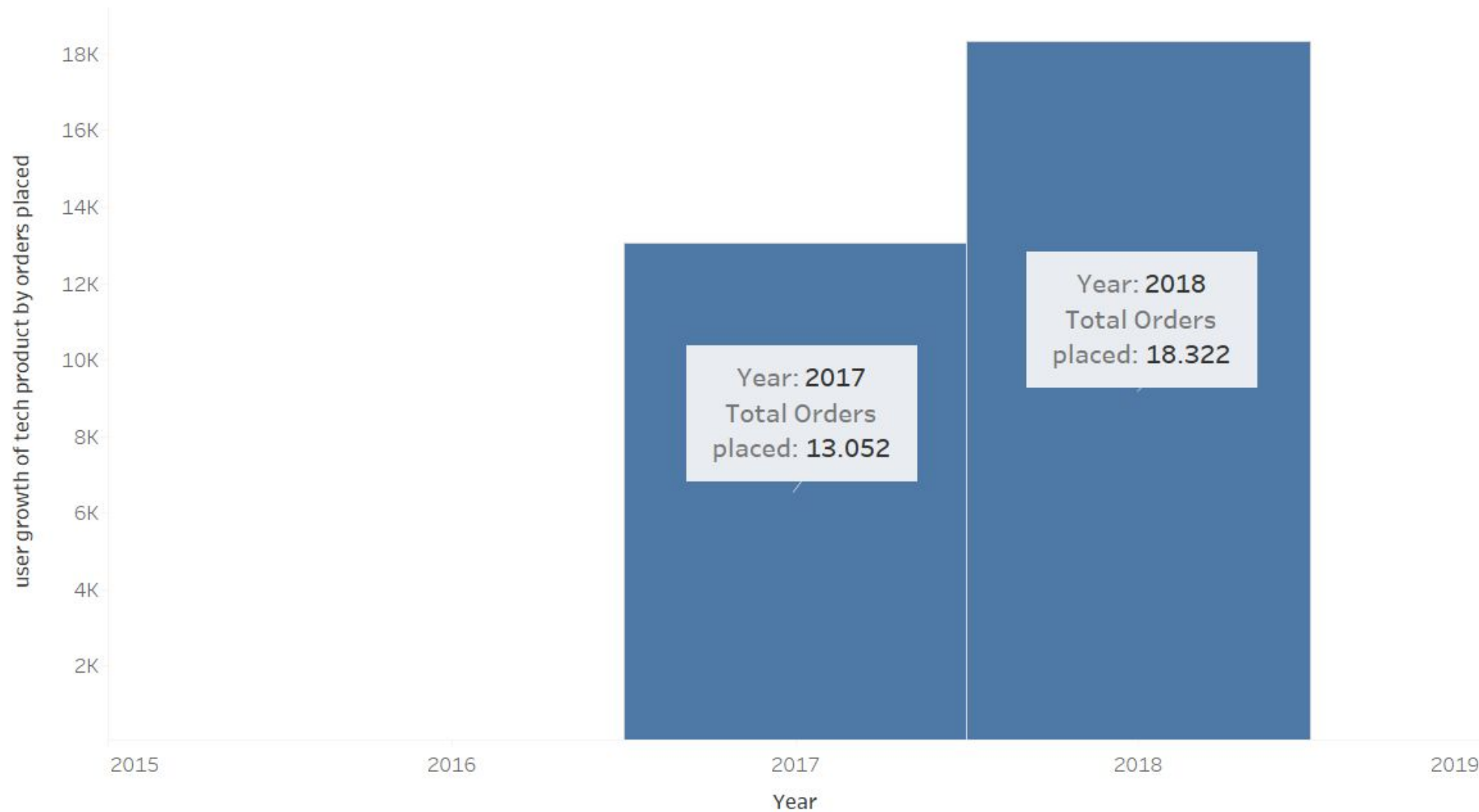
# TECH SELLERS

BY PHUONG

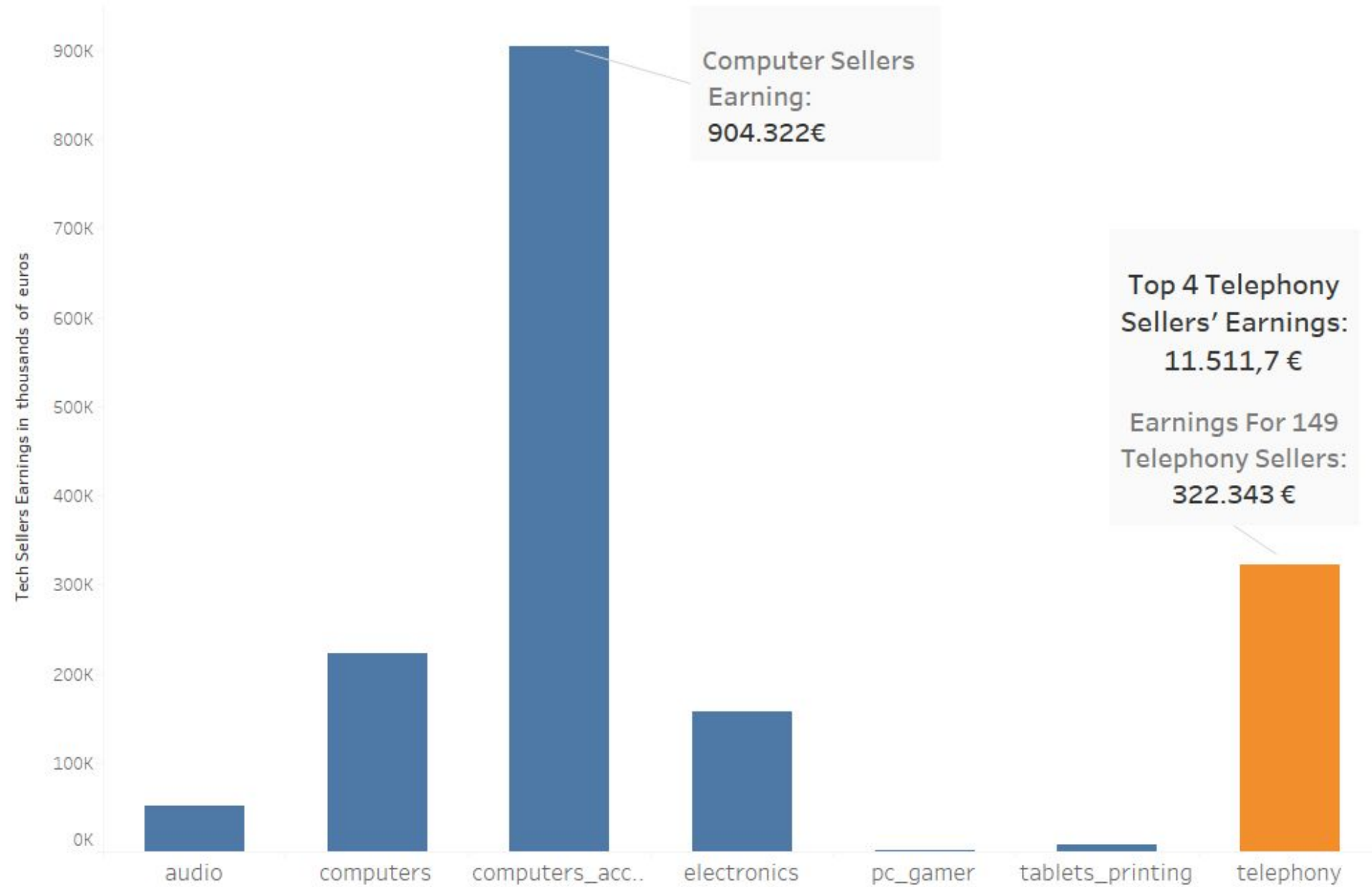
149

TELEPHONY  
SELLERS  
OUT OF  
3095  
SELLERS

Growth in tech users' orders: 09.2016 - 09.2018



## Tech Sellers' Revenue Contribution - 09.2016 - 09.2018





# Positive

- High Revenue Potential
- Market Growth
- Strong support from Magist

# Negative

- Small Market Share
- Need for Strategic Support
- Logistics & Pricing Challenges
- Strong competition



**fast** DELIVERIES are key

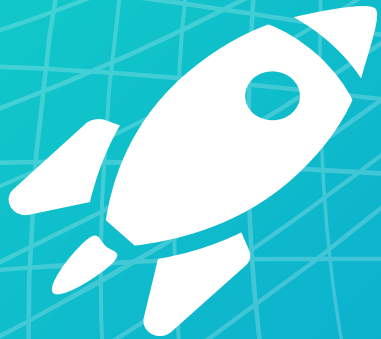


IS **MAGIST** QUICK ENOUGH?

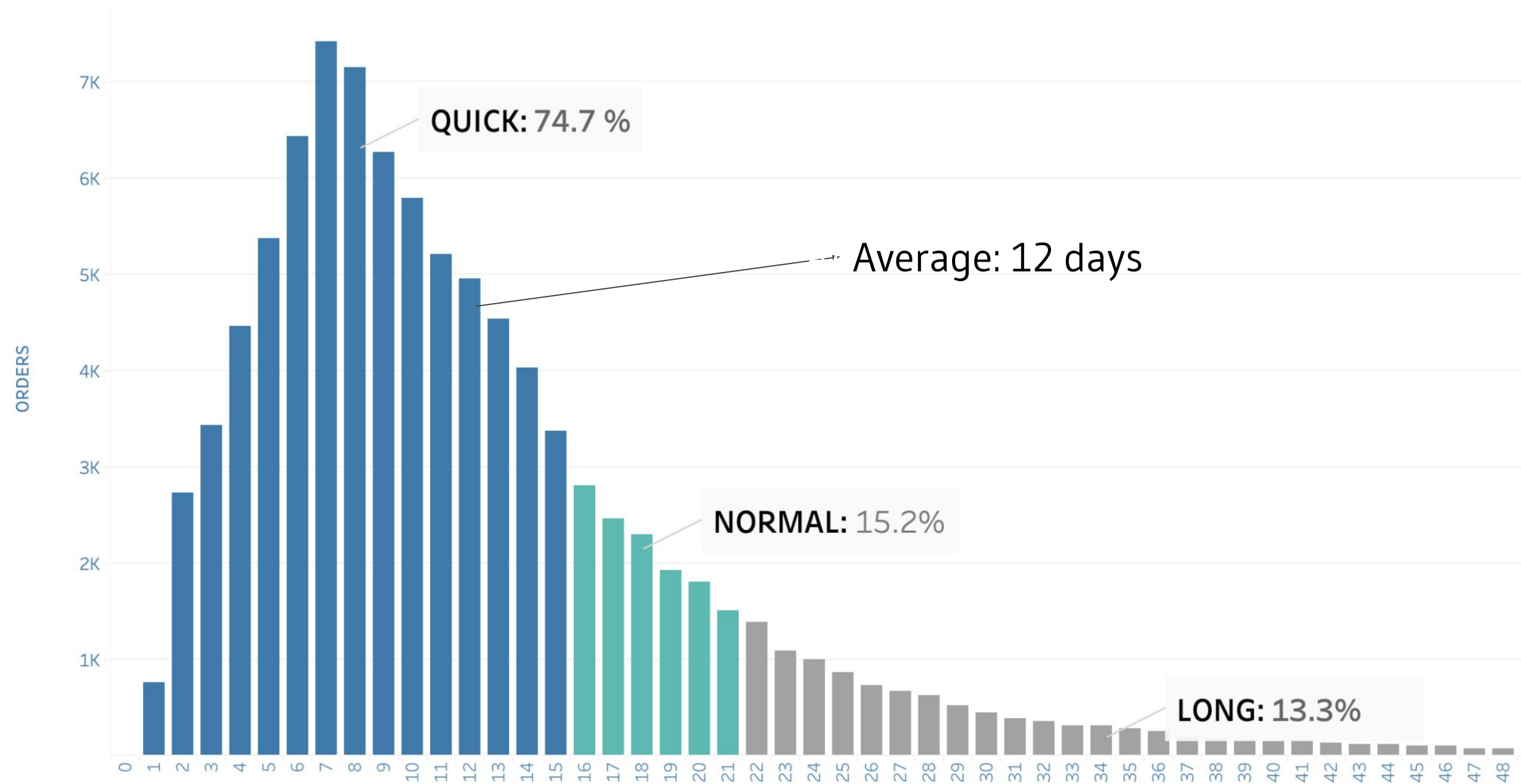
# Average delivery time in Brazil

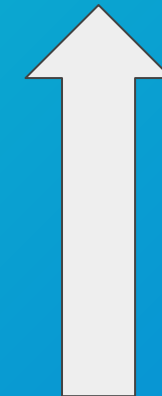
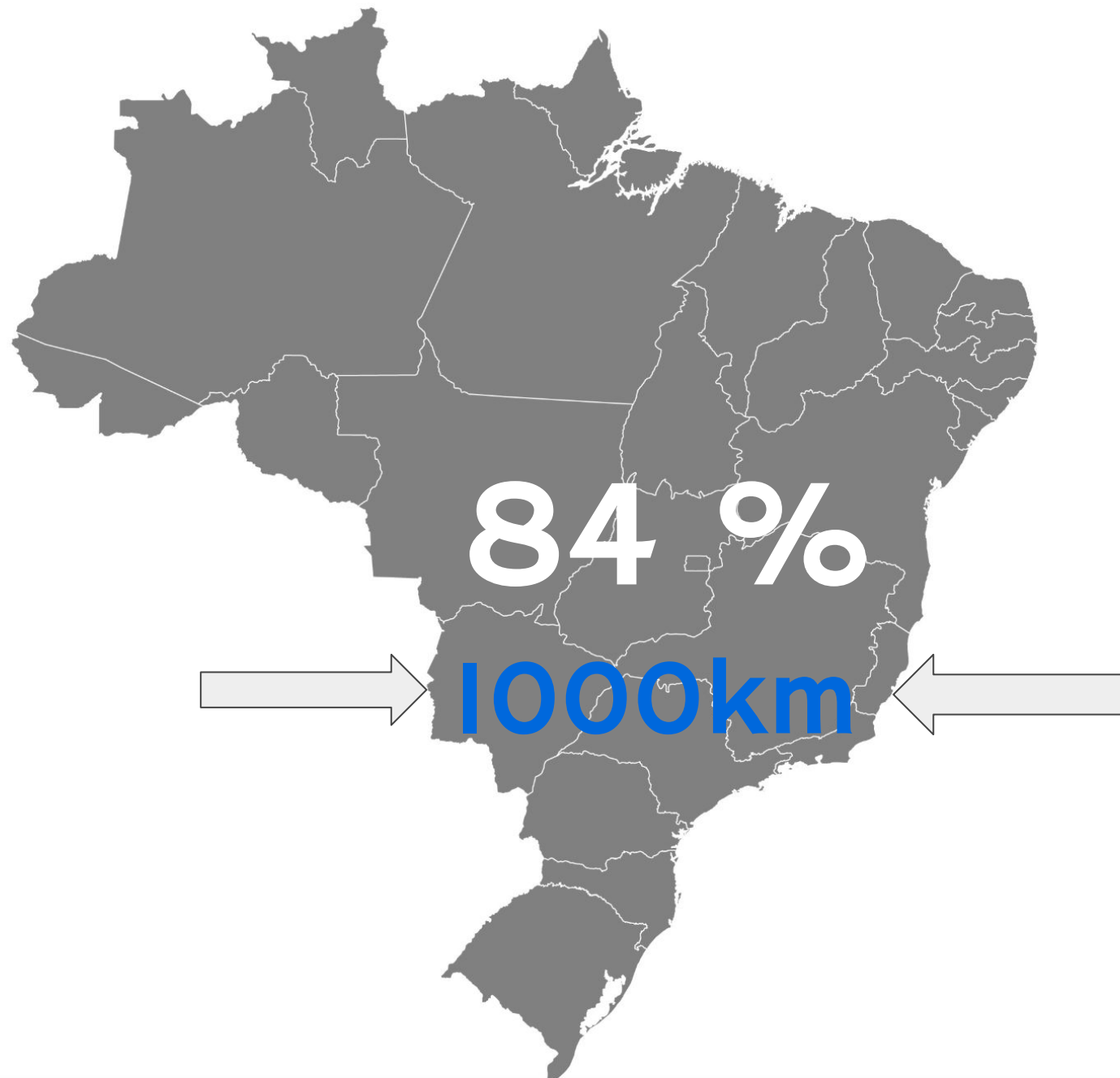
statista.com

16 - 21 days

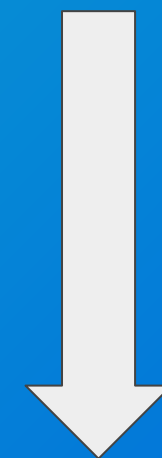


# Delivery Days





4300 km



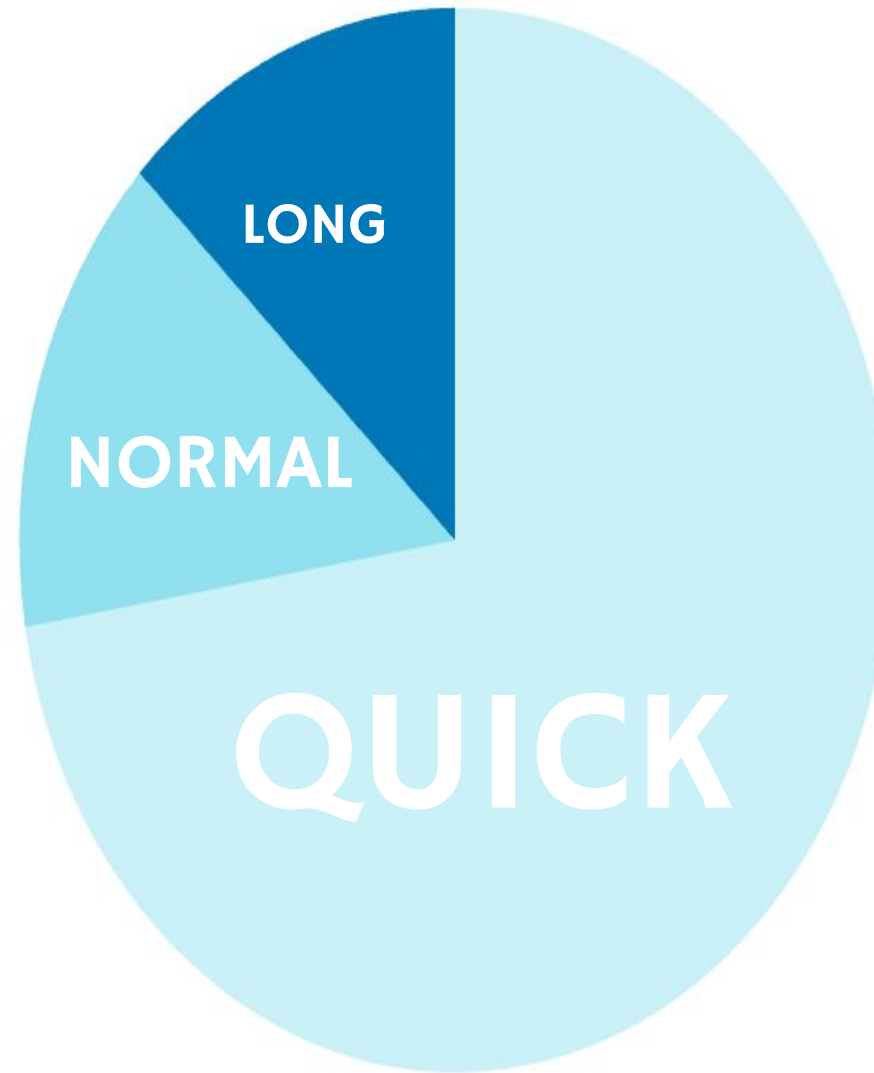




74%

QUICK

Delivery Speed

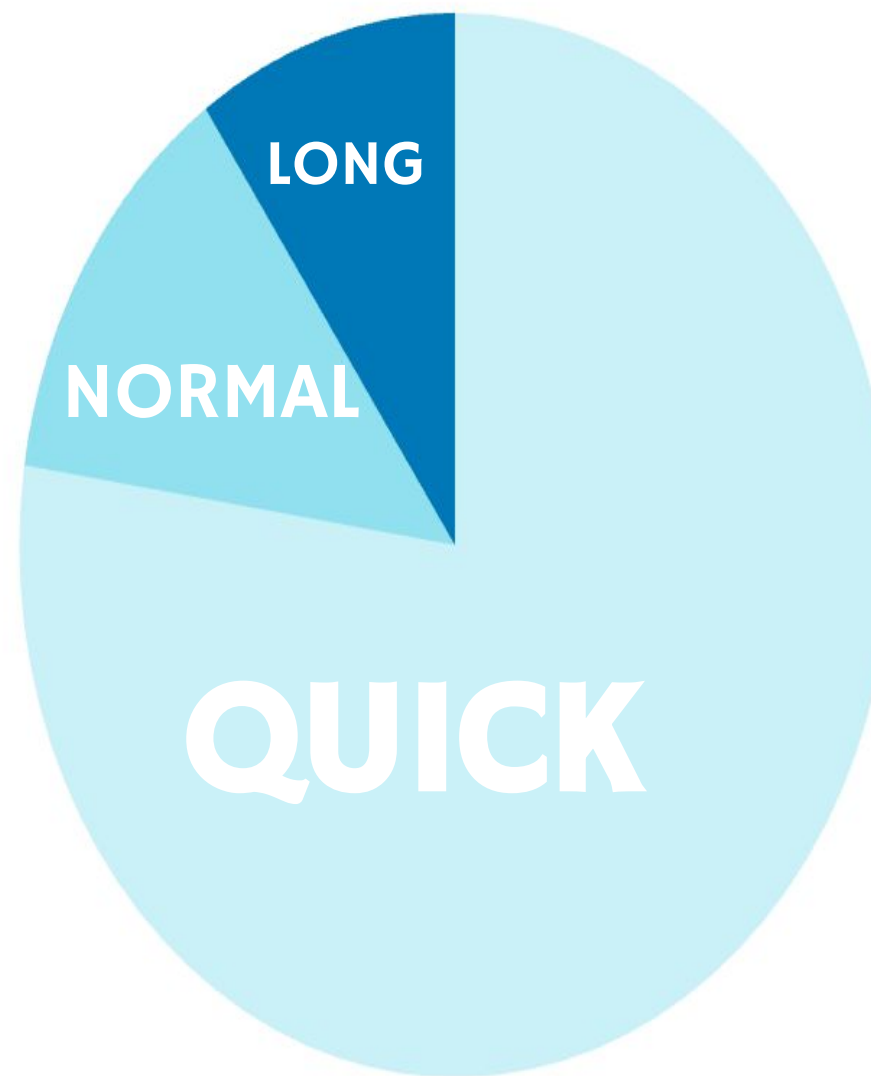


Medium distance

77%

QUICK

Delivery Speed < 1000km



Short distance

89%

QUICK

1/3 of all  
deliveries

Delivery Speed < 300km



# Another factor: PACKAGE SIZE

2-4 kg

10 - 15  
liters





10.5 DAYS ON AVERAGE

DISTANCE

SIZE

82 %

QUICK

BRAZILIAN EXPECTATIONS

# What customers think?

Analysing reviews



# KEYWORDS

## POSITIVE

Fast Perfect delivery

Arrived ahead of time

Very efficient

Excellent delivery

Well packaged

Reliable delivery

Secure delivery On time

VS

## NEGATIVE

Delayed

Delivery failed

Took too long

Lost in transit

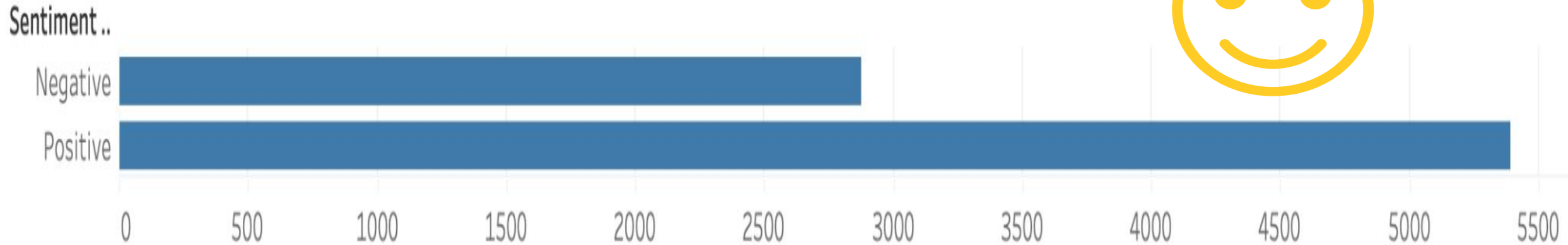
Broken on delivery Excessive delay

Did not arrive

Slow

Terrible postal service

## Delivery related reviews



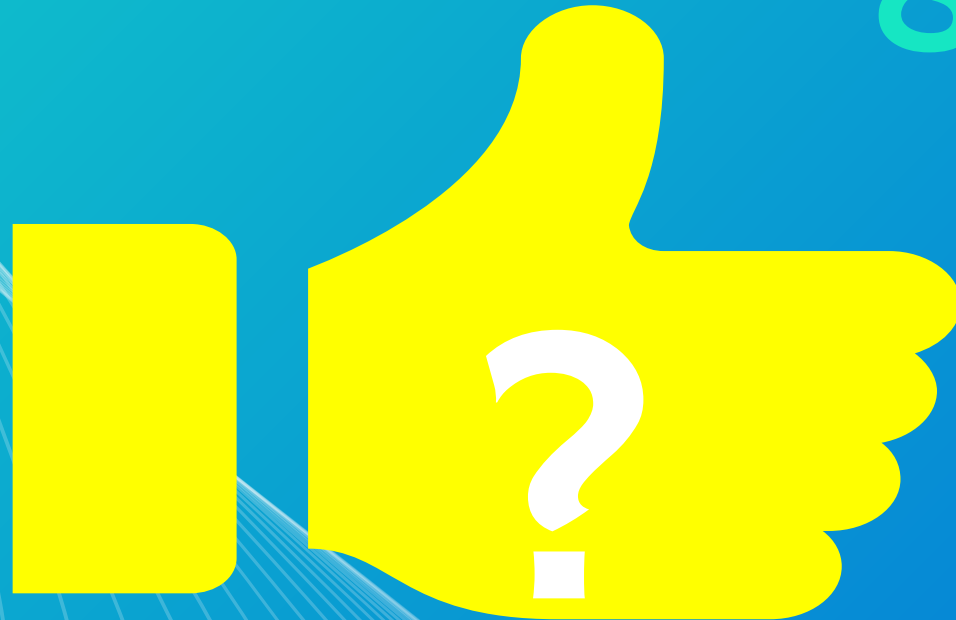
**“Customers are more inclined to write negative reviews than positive reviews because of the heightened emotional response.”**

— Judyann Sonido  
([thriveagency.com](http://thriveagency.com))



# CONCLUSION

Eníac + Magist =





Thank you for listening