

Eniac Market Expansion to Brazil

Deal or no deal?

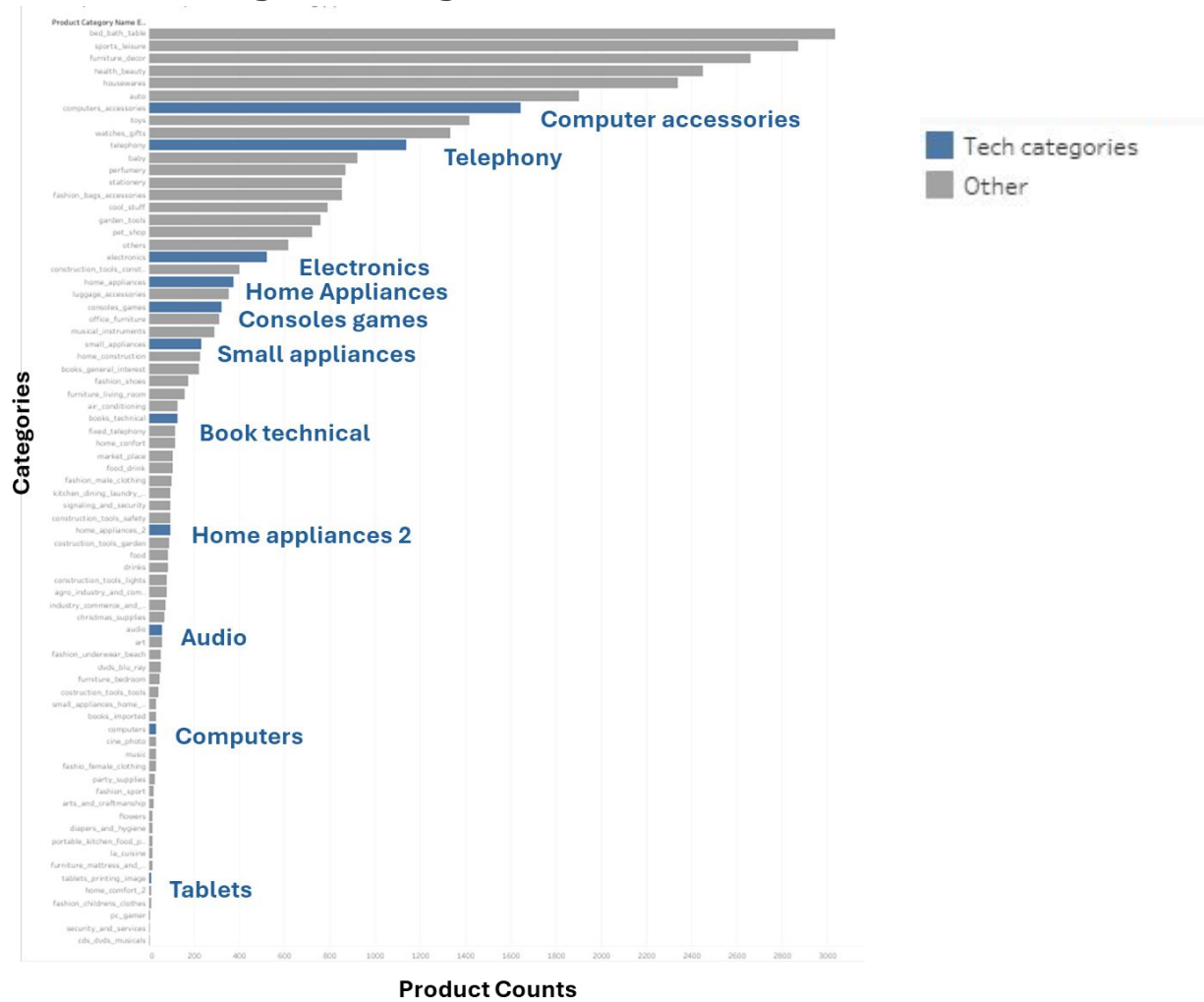




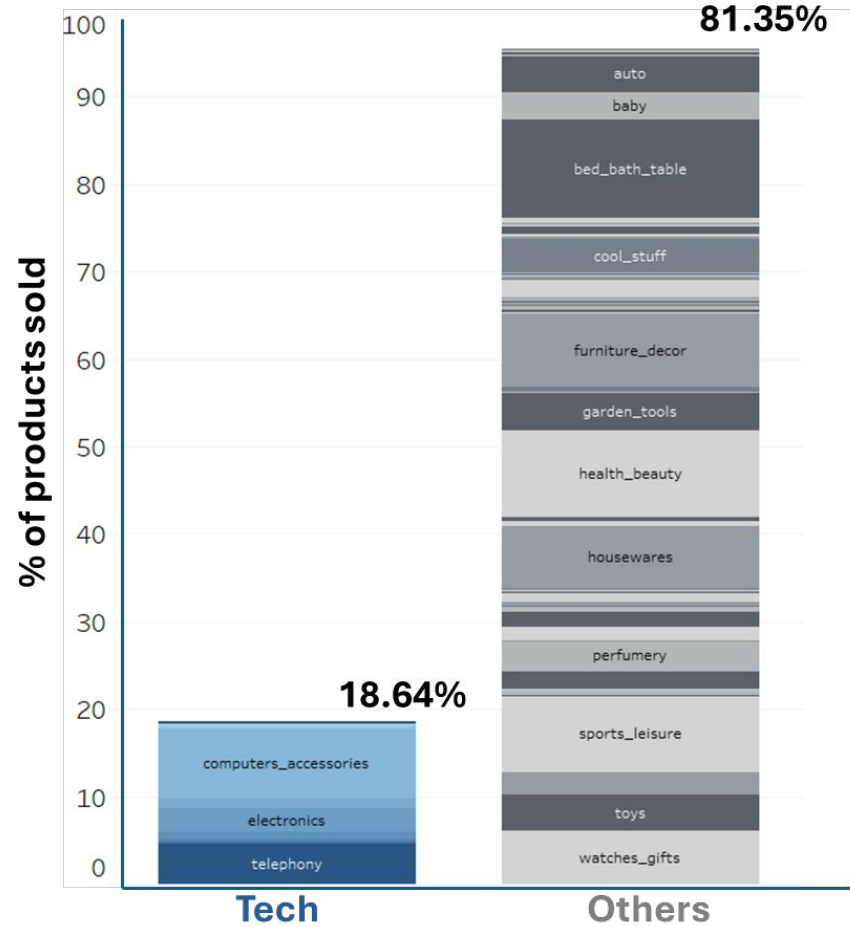
1st Main concern:

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

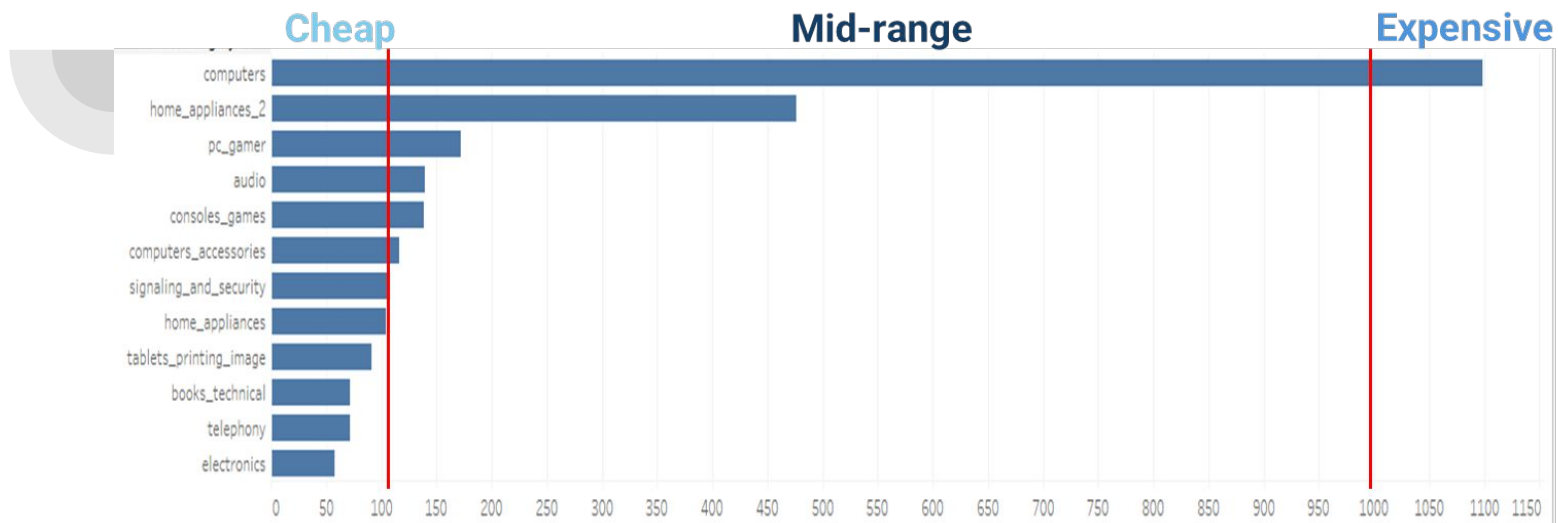
Magist Catalogue Products: Tech Products



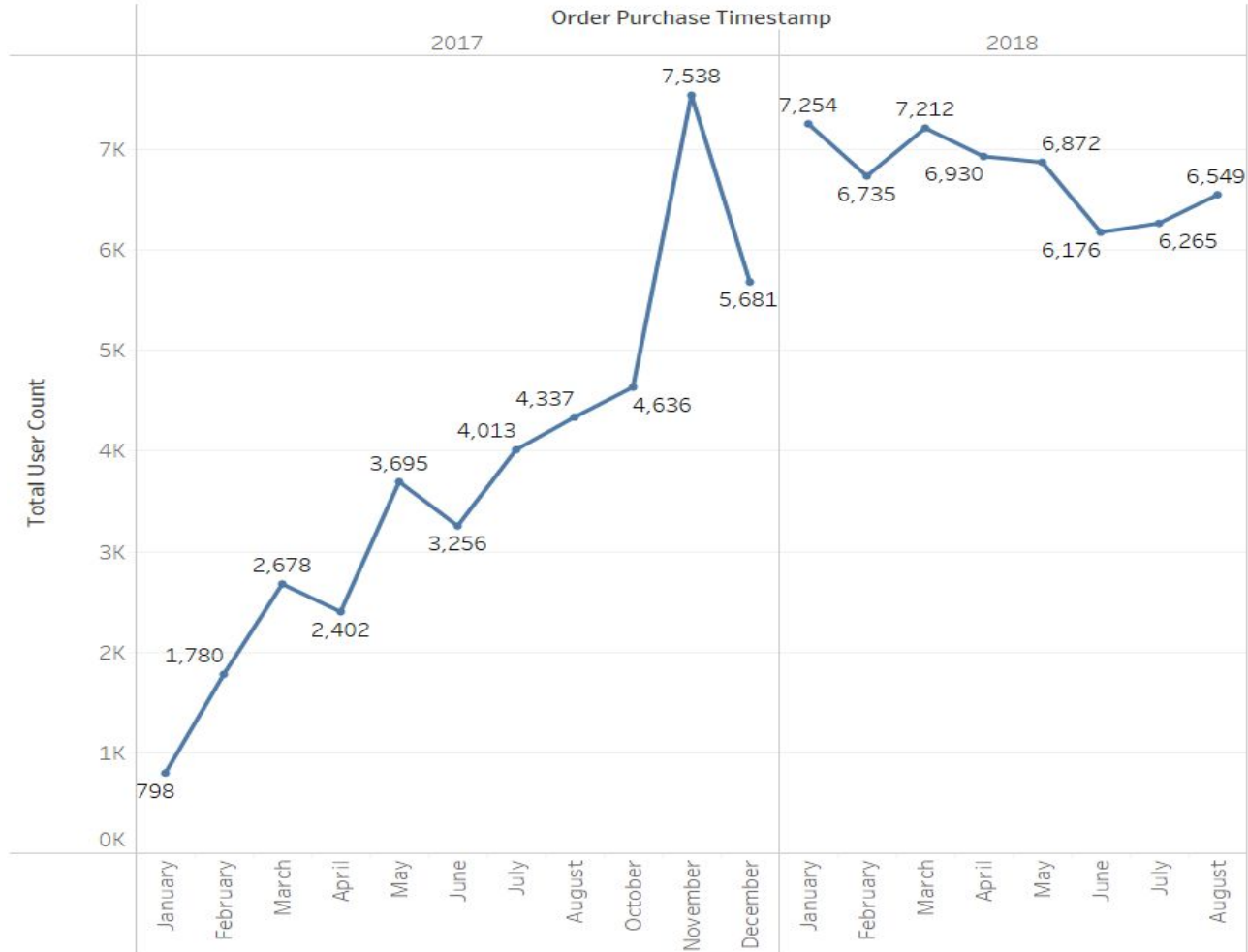
Sold tech products are less than 20%



Cheap Tech products are more popular



User Growth Per Year



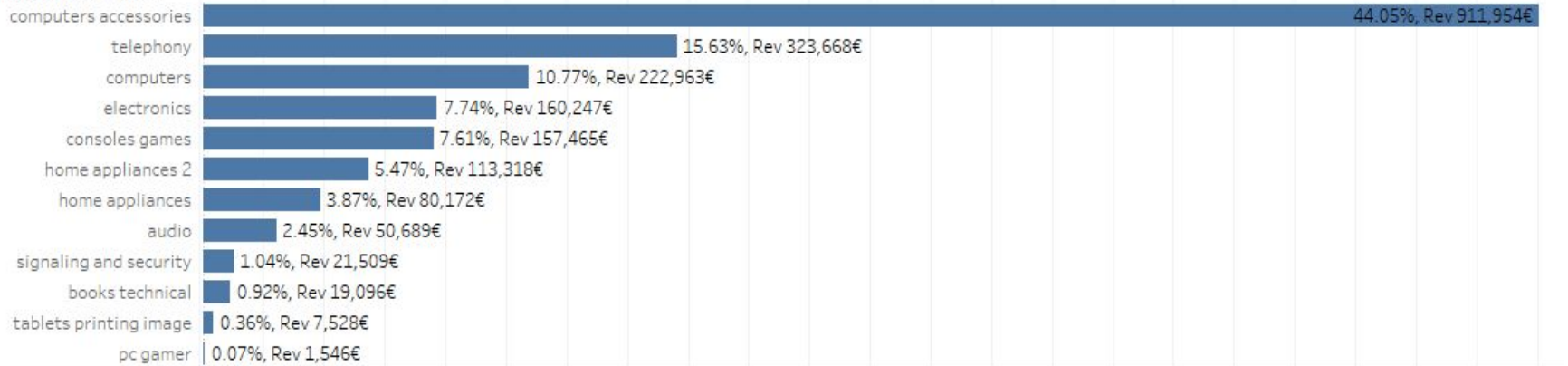
Tech Sales by Category

19 % of all sellers are tech-sellers



% of Tech-Sales

Product Category ..





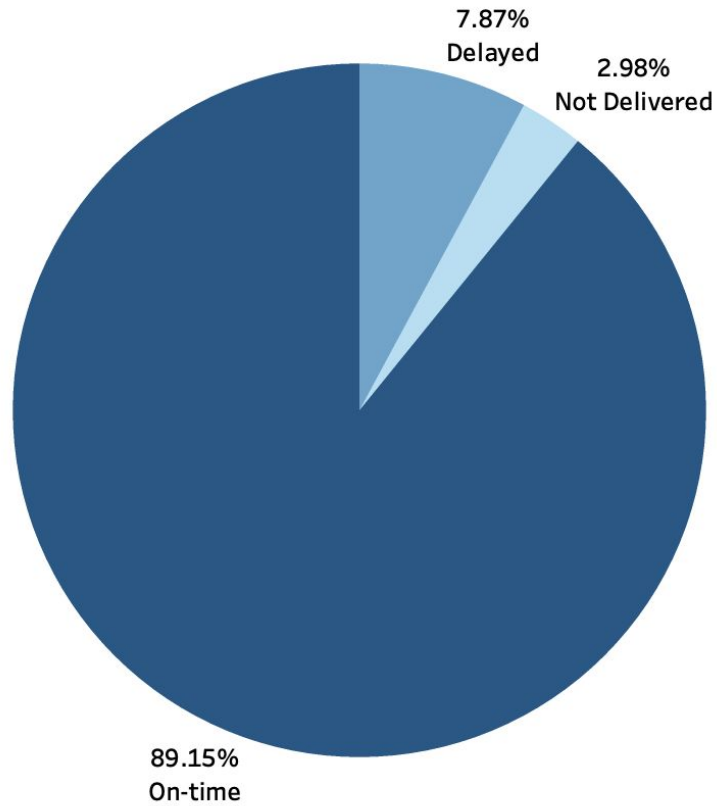
2nd Main concern:

Are orders delivered on time?

Average time for a product being
delivered with Magist is
13 ½ days

Which is **5 days faster** than the average e-commerce delivery
time in Brazil (18.5 days according to Statista 2020)

High on-time delivery and customer happiness

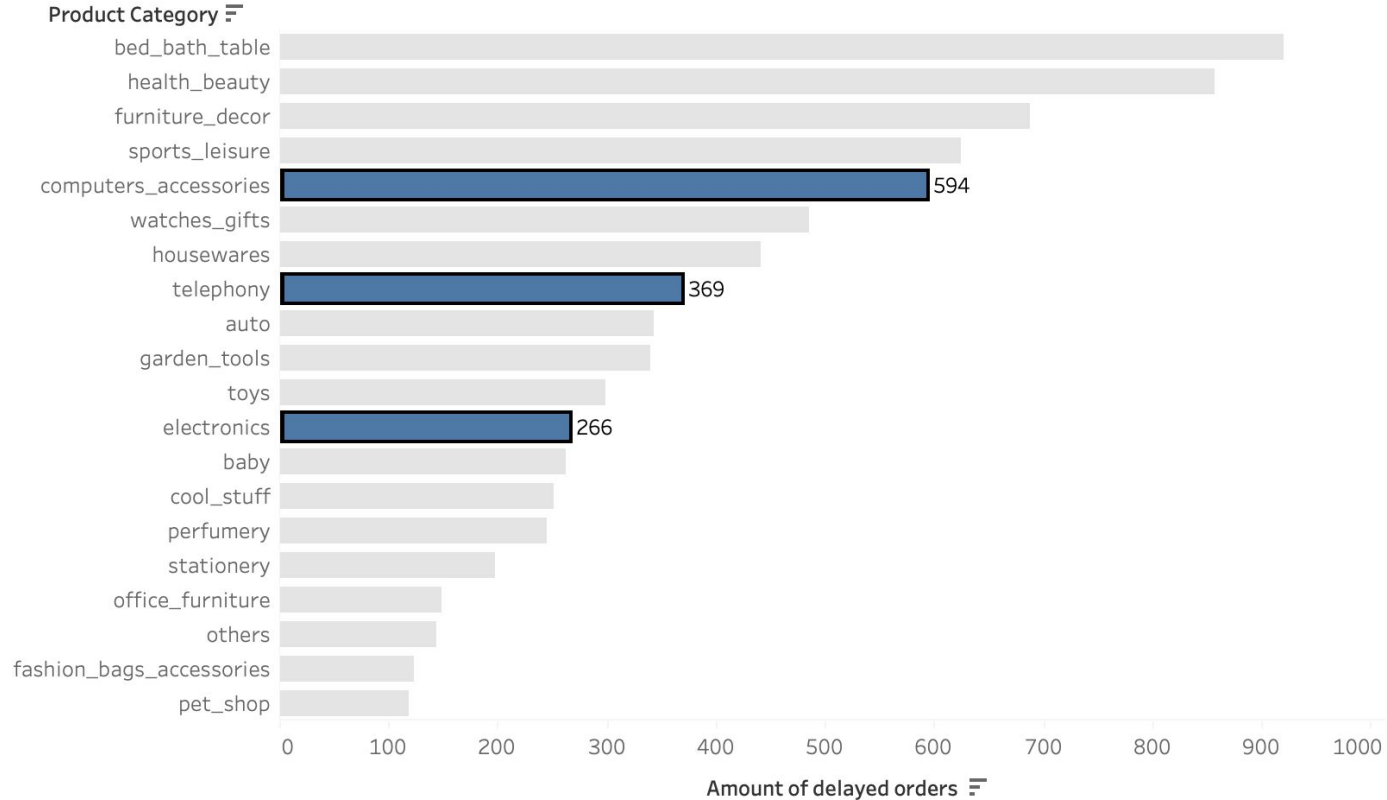


Product Cat..	Year of Ord..	High Review				
		1	2	3	4	5
Tech categories	2016
	2017	.	.	.	■	■
	2018	.	.	.	■	■
Other	2016
	2017	■	■	■	■	■
	2018	■	■	■	■	■

Patterns for delayed deliveries

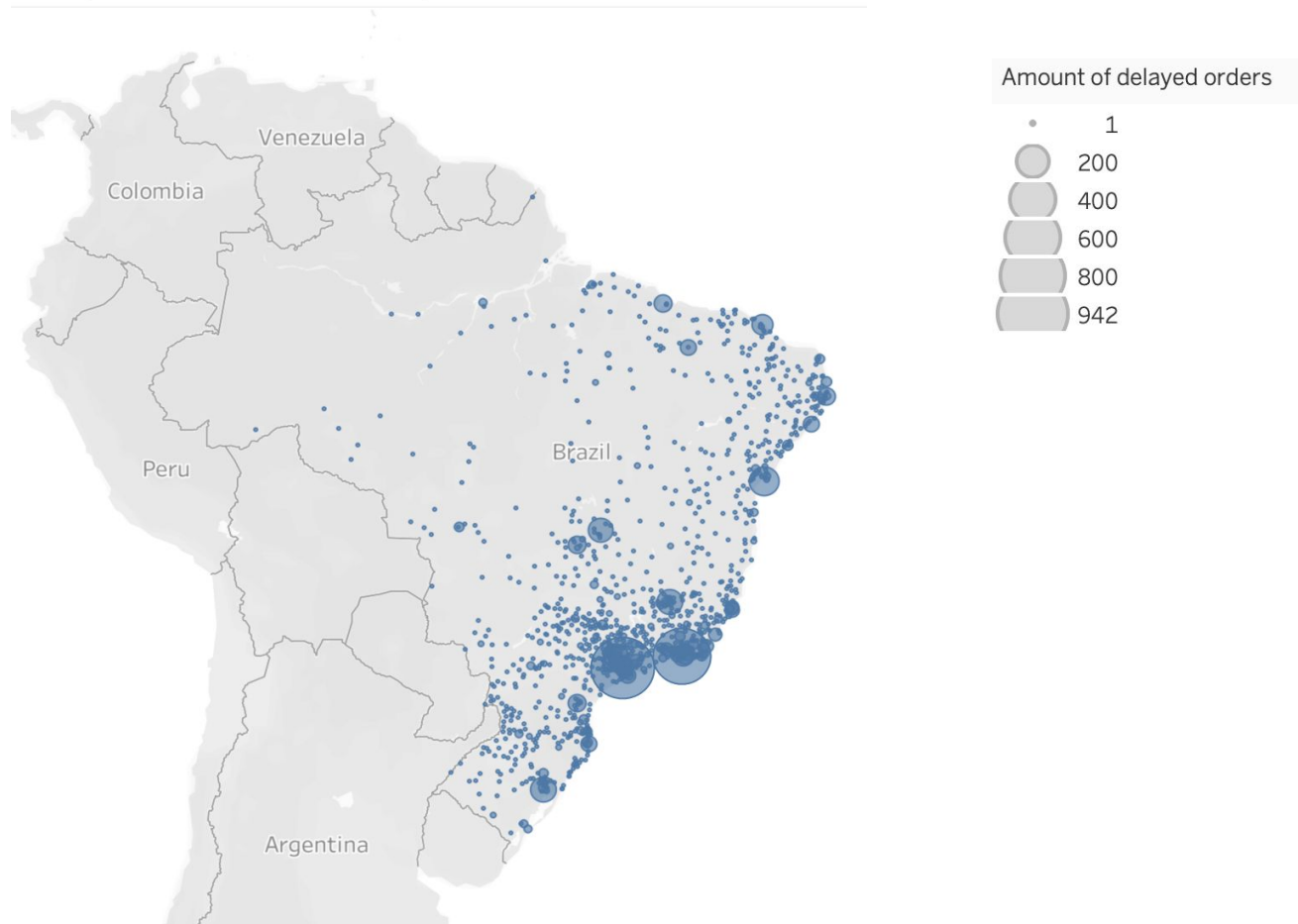
Tech Categories in the top 20 most delayed orders

Delayed Deliveries per Category



Most delayed orders in big cities

Delayed Deliveries per City



Conclusion

1st main concern: Magist is not a seller specialized in technology as less than 20% of the total products are tech products, and most of them are considered cheap.

2nd main concern: Magist is great at delivering their products on-time and have fantastic customer happiness.

We would recommend to compare Magist with a company that specializes with high-end tech products and see how their delivery and customer happiness compares to Magist.

Thank you!