

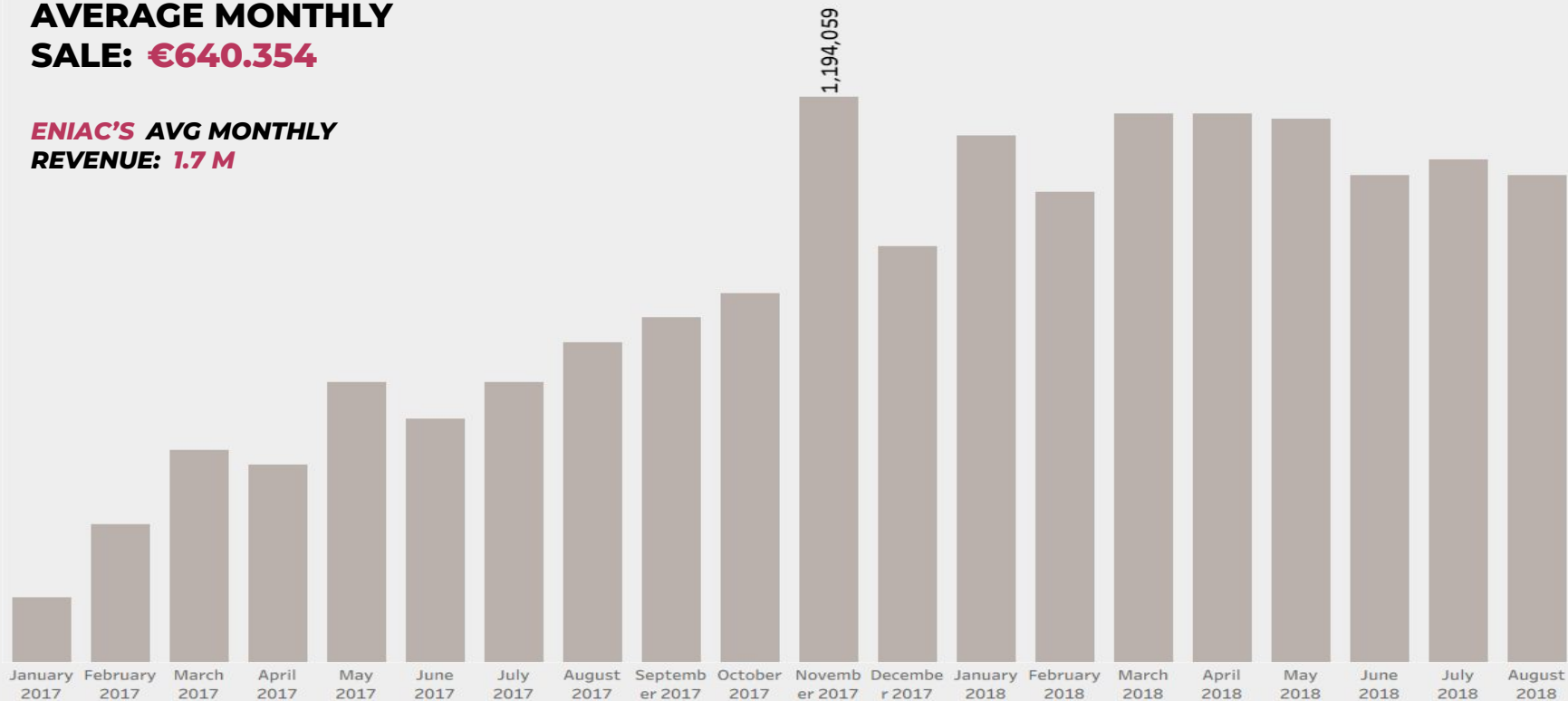
ENIAC VS MAGIST

WHY WE DO **NOT** RECOMMEND

MAGIST'S SALES

**AVERAGE MONTHLY
SALE: €640.354**

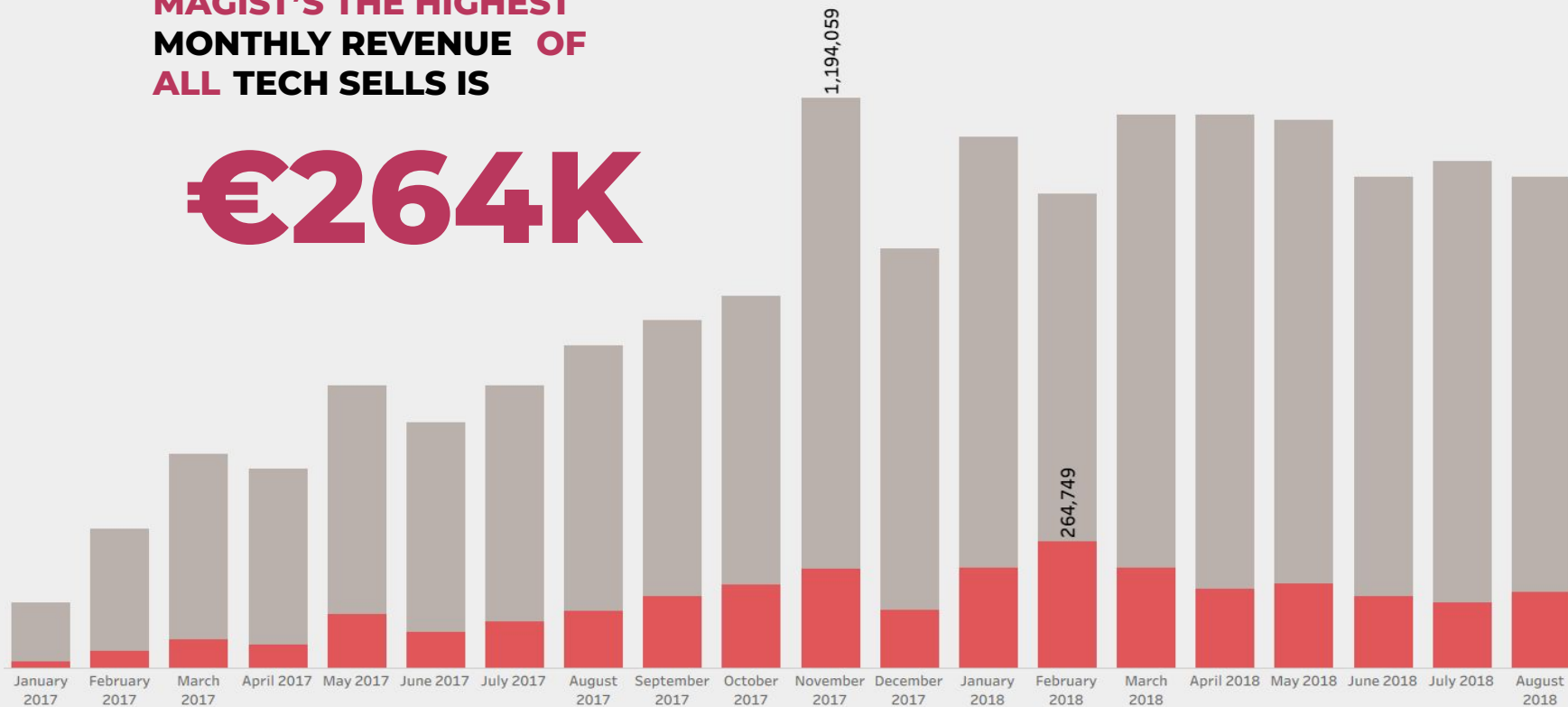
**ENIAC'S AVG MONTHLY
REVENUE: 1.7 M**



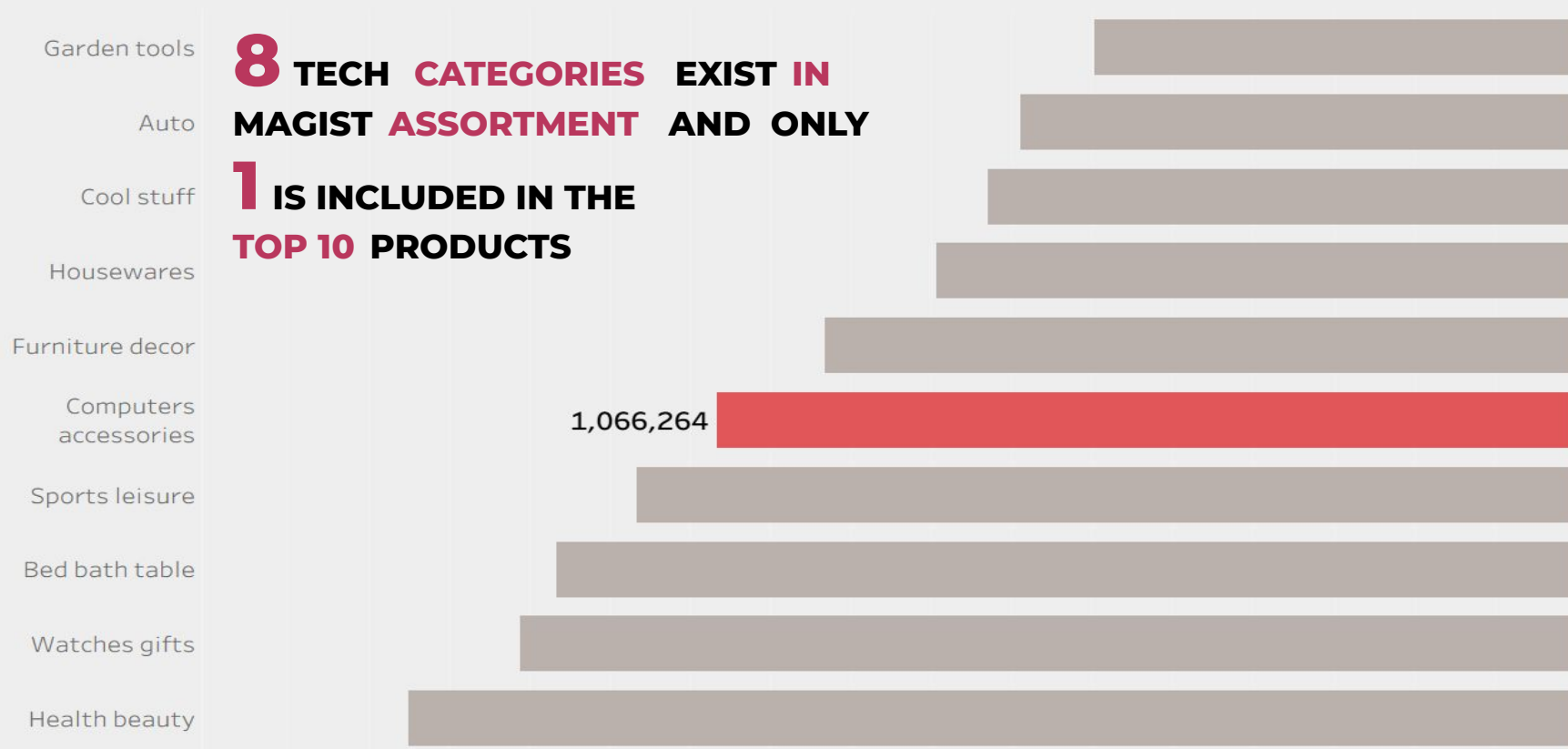
TECH CATEGORIES SALES

**MAGIST'S THE HIGHEST
MONTHLY REVENUE OF
ALL TECH SELLS IS**

€264K

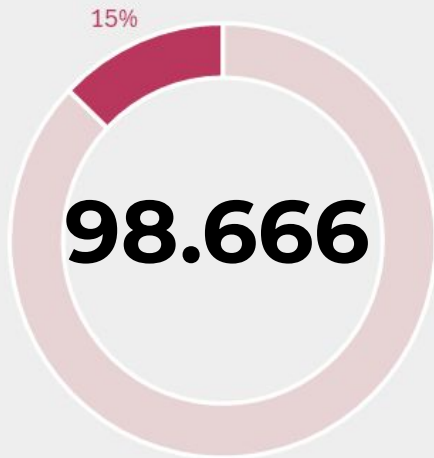


SALES OVER TECH CATEGORIES



SELLERS, CUSTOMERS AND ORDERS

Buyers who bought Tech products

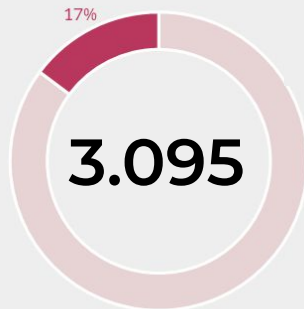
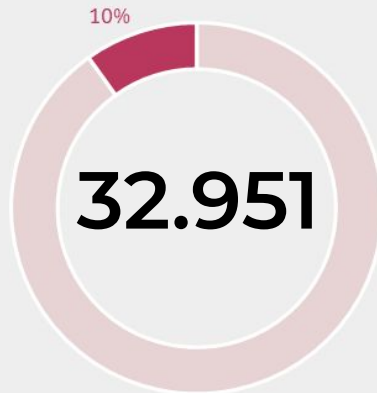


AVERAGE:

- **TECH ITEM PRICE IS €273**
 - **ENIAC: €570**
- **TECH ORDER IS €170**
 - **ENIAC: €710**

Tech Sellers

Tech products in Assortment



DELIVERY

Categories	AVG Delivery Time
PC gamer	9.1
Small Appliances	10.8
Telephony	12.8
Electronics	12.8
Tablets Printing Image	13.0
Computers Accessories	13.2
Audio	13.3
Computers	13.5

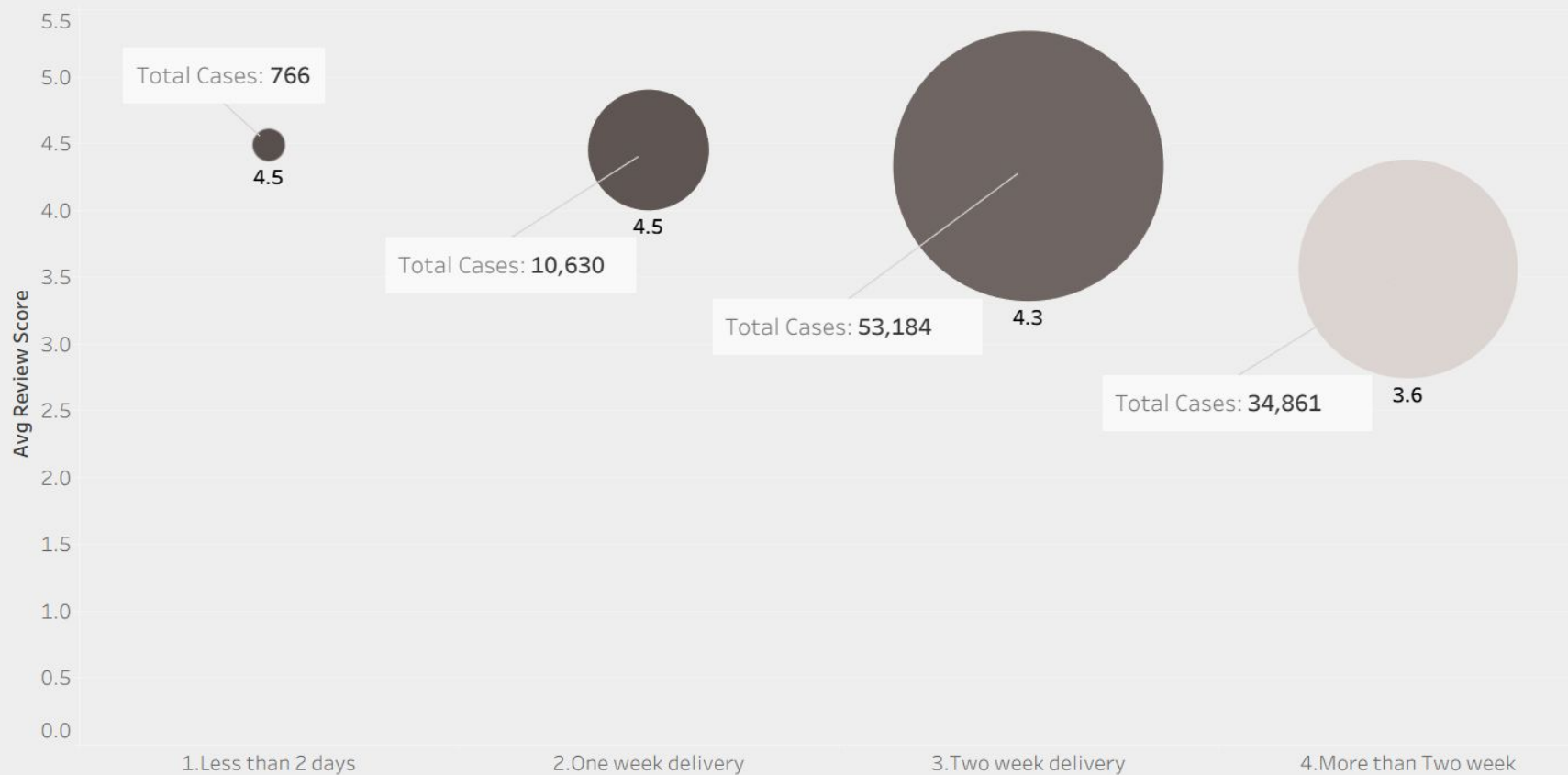
**AVERAGE DELIVERY
TIME FOR THE WHOLE
RANGE IS**

12.5 DAYS

AVERAGE FREIGHT COST:

- **ALL ITEMS €20**
- **TECH ORDER €17**

CUSTOMER SATISFACTION VS DELIVERY TIME



CONCLUSIONS

After careful consideration, we have determined that initiating cooperation with Magist is not advisable due to the following reasons:

Reason	Description
Product Range	Significant differences in product range
Revenue Levels	Much lower than Eniac's, specially in the tech category
Delivery Time	Average delivery time of 12.5 days
Customer satisfaction	Lower level of customer satisfactions for delivery time frame

ANNEXES

1.DISTRIBUTION OF CUSTOMERS SELLERS

VS DISTRIBUTION OF

