

Magist x Eniac

ENIAC'S BRAZILIAN MARKET ENTRY STRATEGY

Team Pizza Stack | Data Analysis Project

23.10.2025

THE SITUATION

- ENIAC WANTS TO ENTER BRAZIL'S €41B E-COMMERCE MARKET
- BOARD DEMANDS MARKET ENTRY WITHIN 12 MONTHS
- BUILDING INFRASTRUCTURE FROM SCRATCH WOULD TAKE YEARS
- MAGIST OFFERS IMMEDIATE ACCESS THROUGH 3-YEAR PARTNERSHIP



KEY QUESTIONS

1

IS MAGIST THE RIGHT PARTNER FOR PREMIUM TECH PRODUCTS?

2

WILL DELIVERY TIMES MEET ENIAC'S QUALITY STANDARDS?

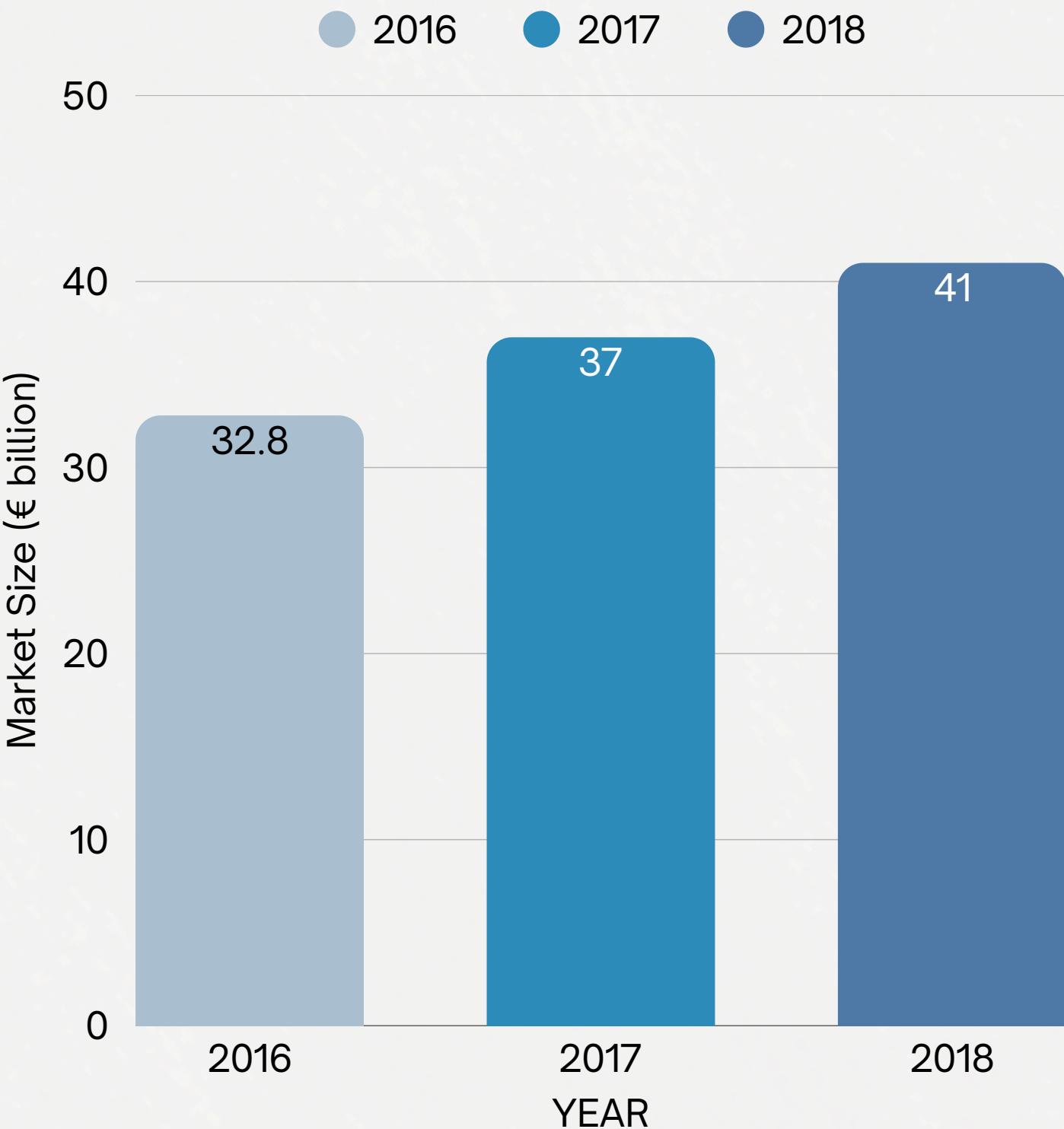


OUR ANALYSIS IS BASED ON MAGIST'S DATABASE (SEPT 2016 - NOV 2018)

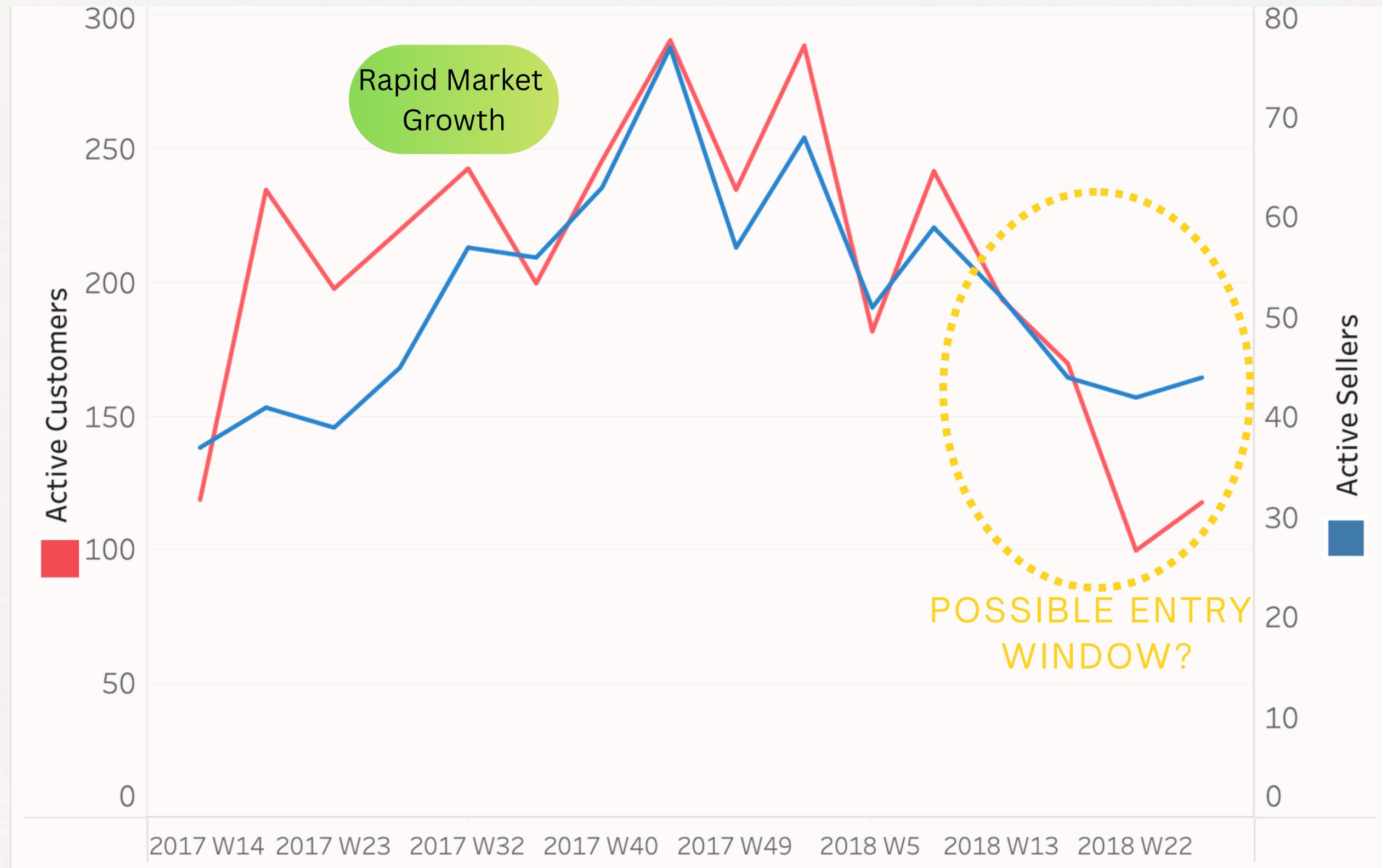
BRAZIL - THE OPPORTUNITY

- MARKET SIZE: €41 BILLION (2018)
- GROWTH: 25% INCREASE (2016-2018)
- SIMILAR TO SPAIN/ITALY - PROVEN MARKET FIT FOR ENIAC
- KEY GROWTH DRIVERS:
 - RISE OF MOBILE SHOPPING
 - ENHANCED INTERNET ACCESS
 - DIGITAL PAYMENT EXPANSION

Brazil's Online Market Growth
(2016-2018)



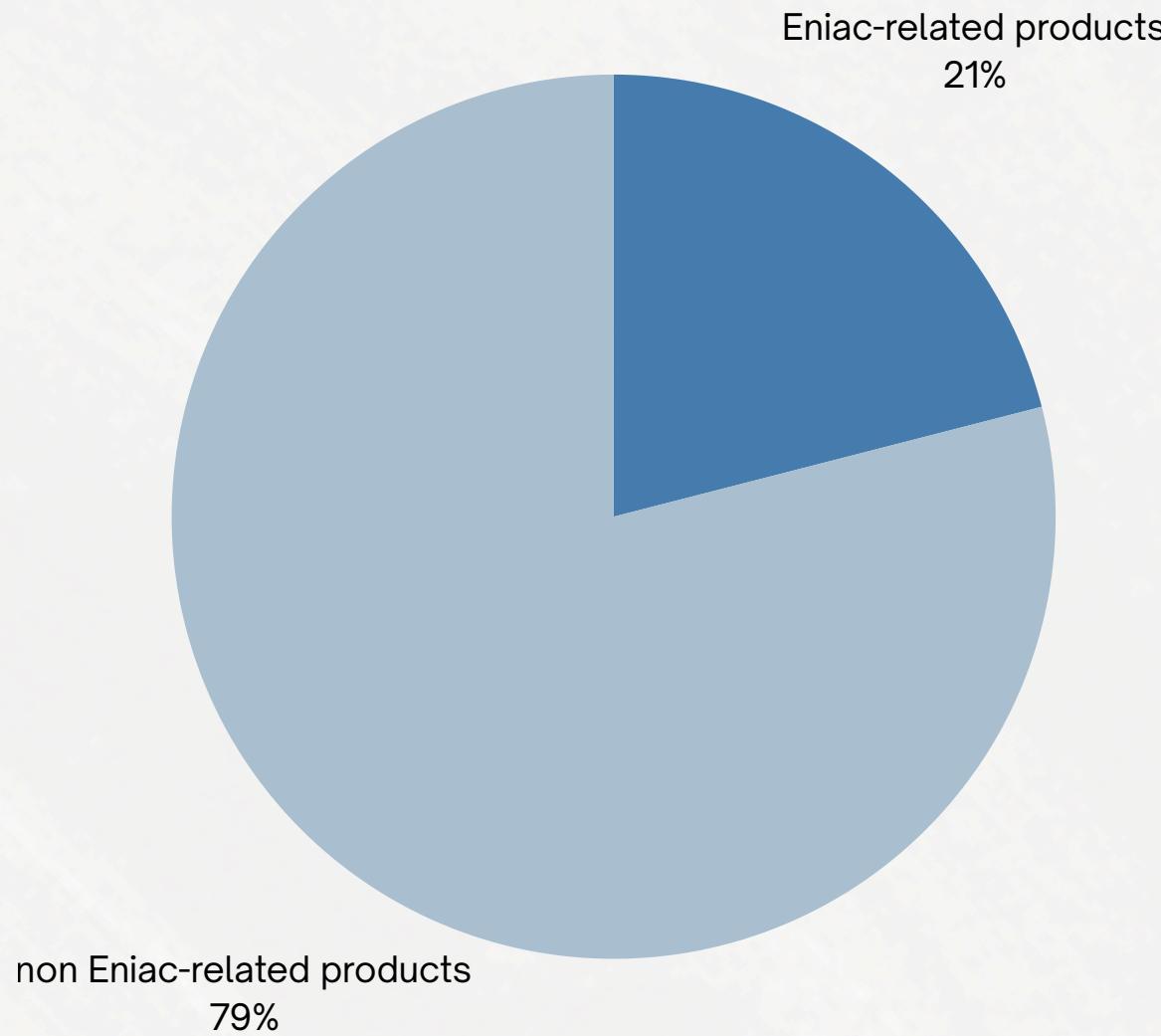
USER GROWTH ON MAGIST



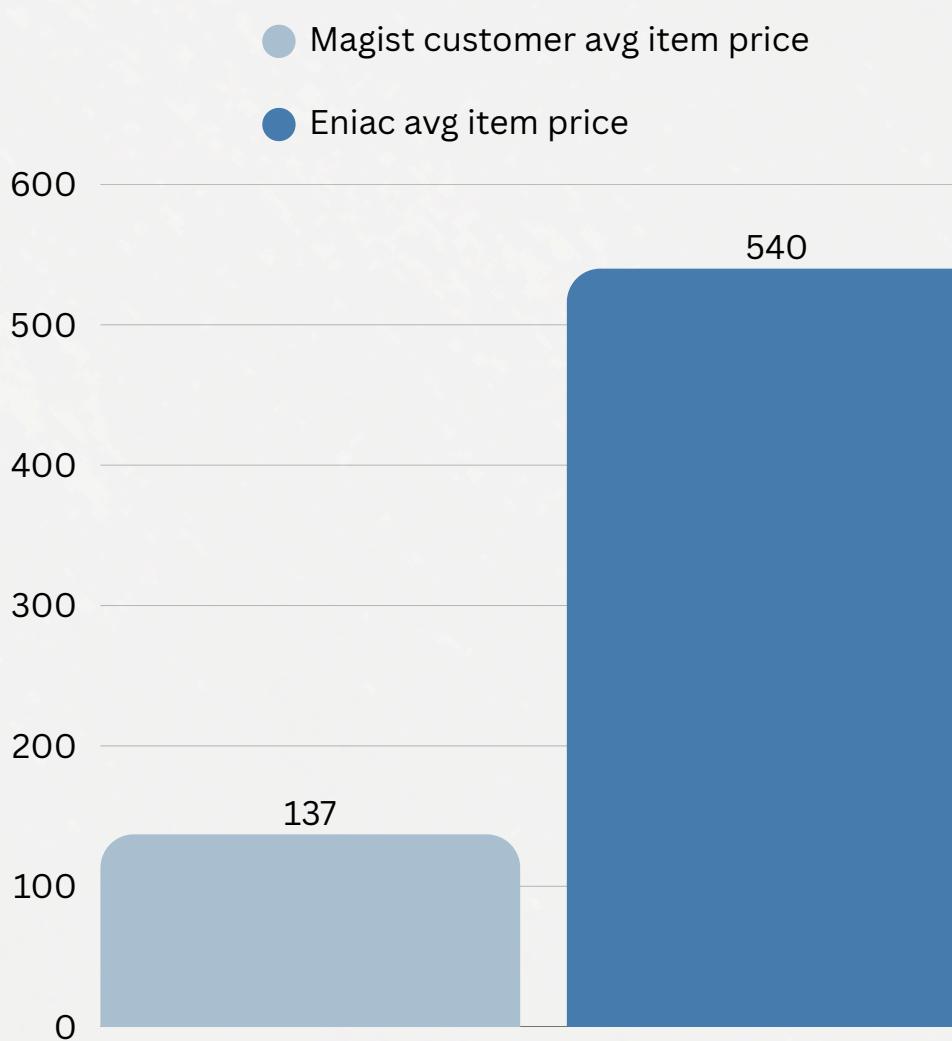
COVERED DATA:
MARCH 2017 - JULY 2018,
MAGIST DATABASE

CAN MAGIST HANDLE PREMIUM TECH PRODUCTS?

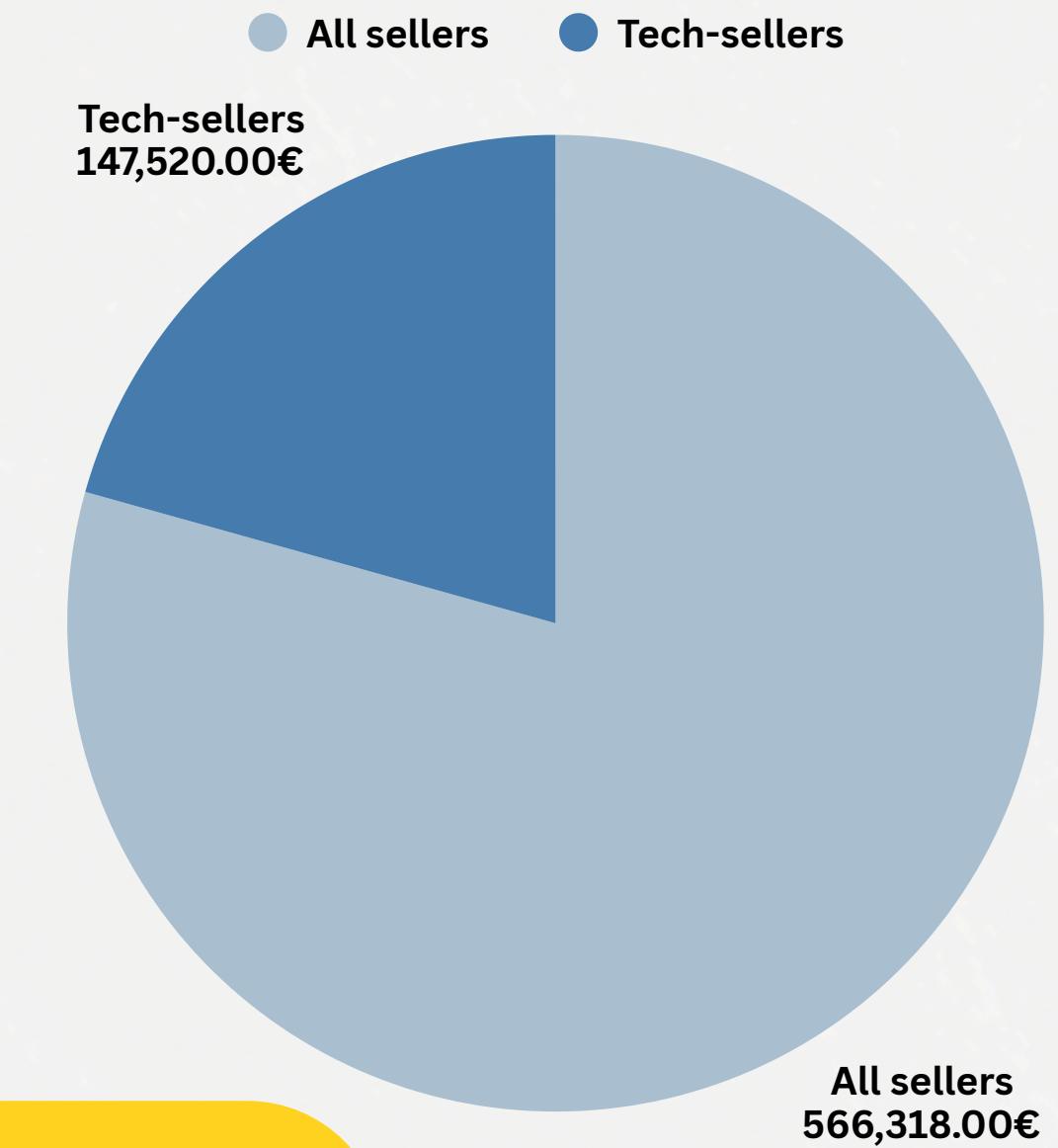
Product Mix



Average Spending:



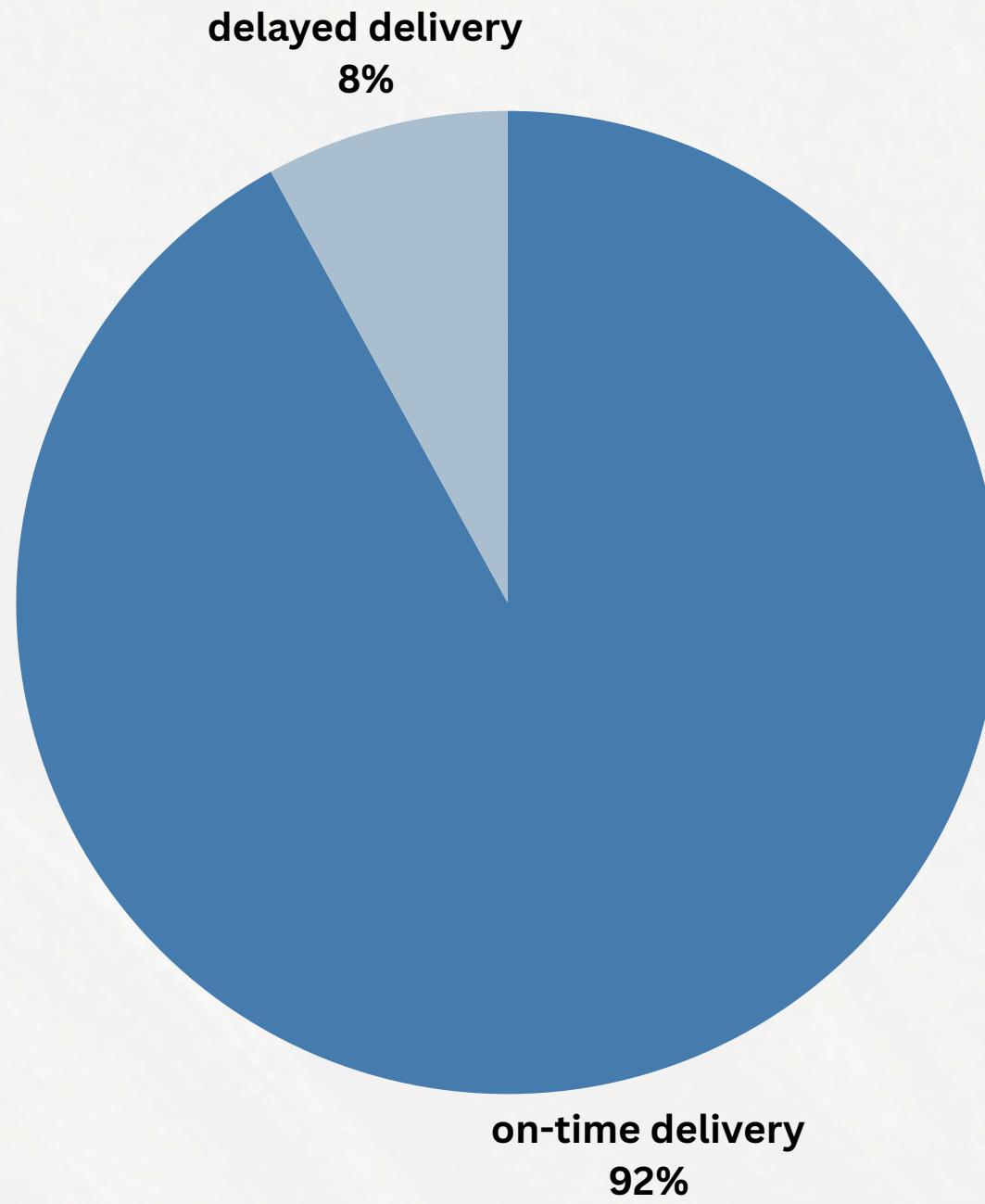
Tech Seller Revenues



MAGIST FOCUSES ON LOW-TO-MID PRICE SEGMENT,
NOT HIGHER PRICED TECH LIKE ENIAC

DELIVERY

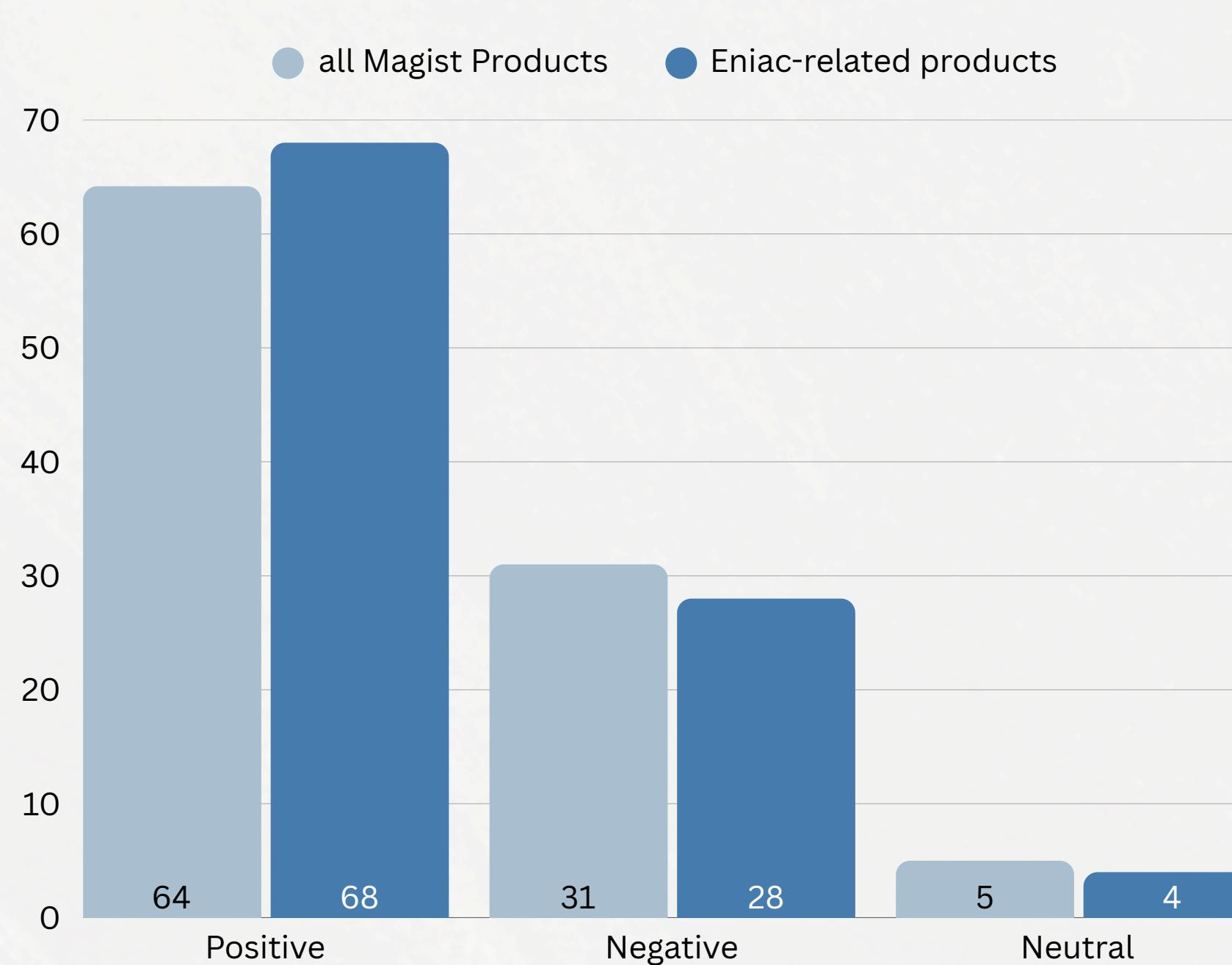
Delivery Performance



AVERAGE DELIVERY TIME AT
MAGIST IS **12,5** DAYS

BASED ON UNITED NATIONS
INDUSTRIAL DEVELOPMENT
ORGANIZATION REPORT FOR 2018:
A GOOD ESTIMATE FOR DOMESTIC
E-COMMERCE DELIVERY IN BRAZIL
IS AROUND **12-14** DAYS

SATISFACTION



- HIGH RATING **3.99/5**.
- ABOVE AVERAGE POSITIVITY (68%)
- LOWER NEGATIVITY (-3% AVERAGE)
- CATEGORYWIDE OUTPERFORMING
- DATA VOLUME: 9,981 ENIAC-RELATED FROM 43,197 TOTAL RATINGS

ACCEPTABLE: DELIVERY & SATISFACTION MEET BRAZILIAN STANDARDS

SUMMARY

- BRAZILIAN E-COMMERCE IS GROWING RAPIDLY
- MAGIST HAS A SOLID PERFORMANCE
- DELIVERY QUALITY MEETS BRAZILIAN STANDARDS (DIFFERENT FROM EU)

RECOMMENDATIONS

- PARTNERSHIP WITH MAGIST
- CONSIDER: NOT A PURE TECH SELLER, TECH SECTOR SERVES LOW PRICE CATEGORIES
- MONITOR CUSTOMER FEEDBACK TO MAINTAIN SATISFACTION

- PRO**
- USER GROWTH AT MAGIST
 - GROWING TECH MARKET
 - USER SATISFACTION ≈ 70%



- CON**
- NO PURE TECH SELLER
 - INCOMPLETE ORDER DATA
 - DISCREPANCY IN AVG PRICES

Thank you!

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