

Eniac's Market Expansion: Challenges, Strategy, and Data-Driven Insights

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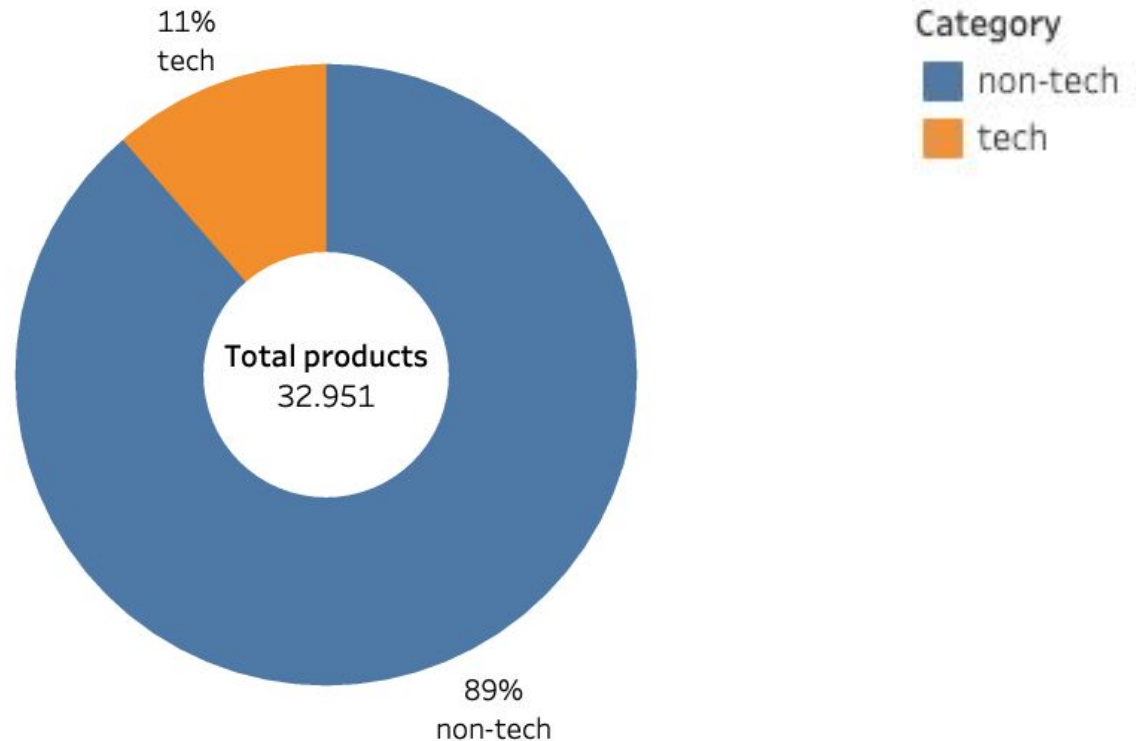
Crossing Oceans: Eniac's Leap into Brazil

- Eniac specializes in high-end Apple-compatible accessories and is exploring expansion to the Brazilian market.
- Magist offers a centralized order management system in Brazilian marketplaces.
- It also provides stock and warehouse management, product shipment, and customer service.

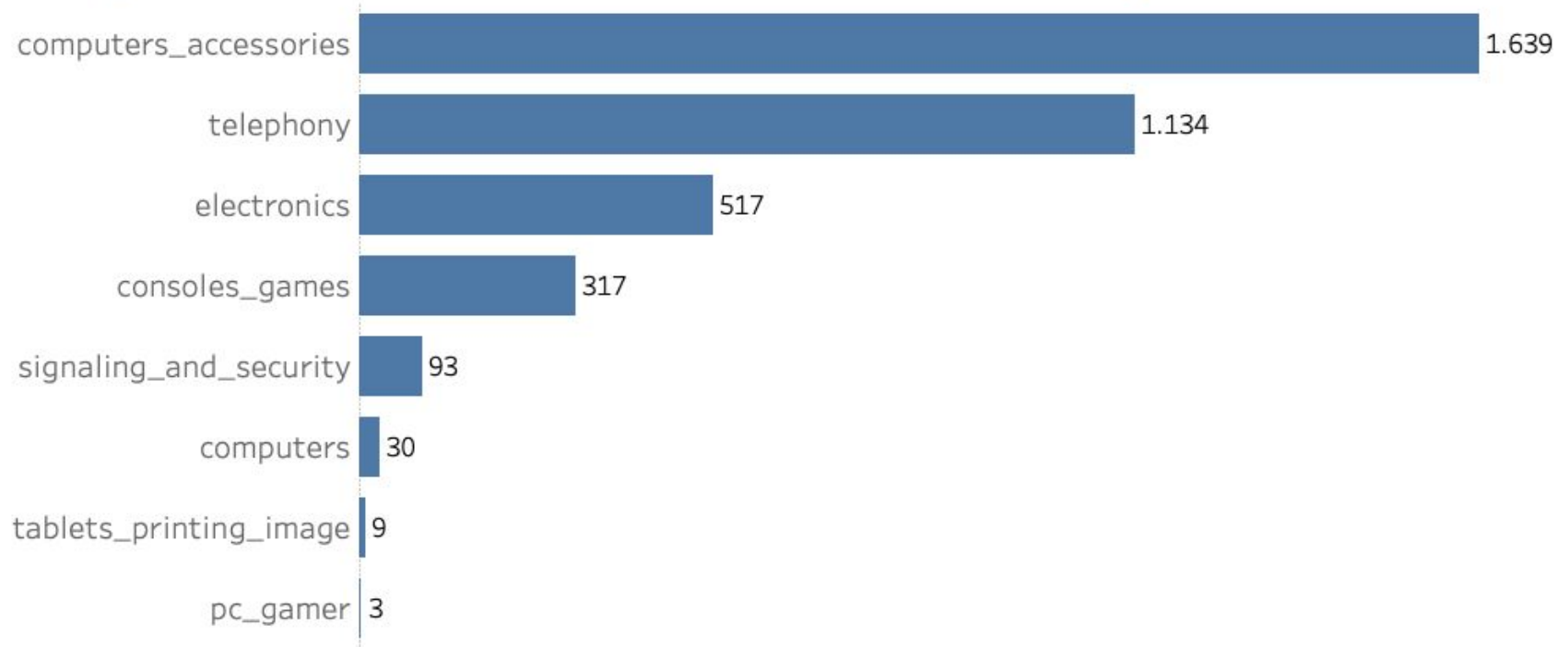
Key Concerns: Product Fit & Delivery Speed

- Is Magist the right partner for **premium tech products**?
- **Fast delivery** is crucial for customer satisfaction at ENIAC. Magist's public Post Office deal keeps costs low, but is it **fast enough**?

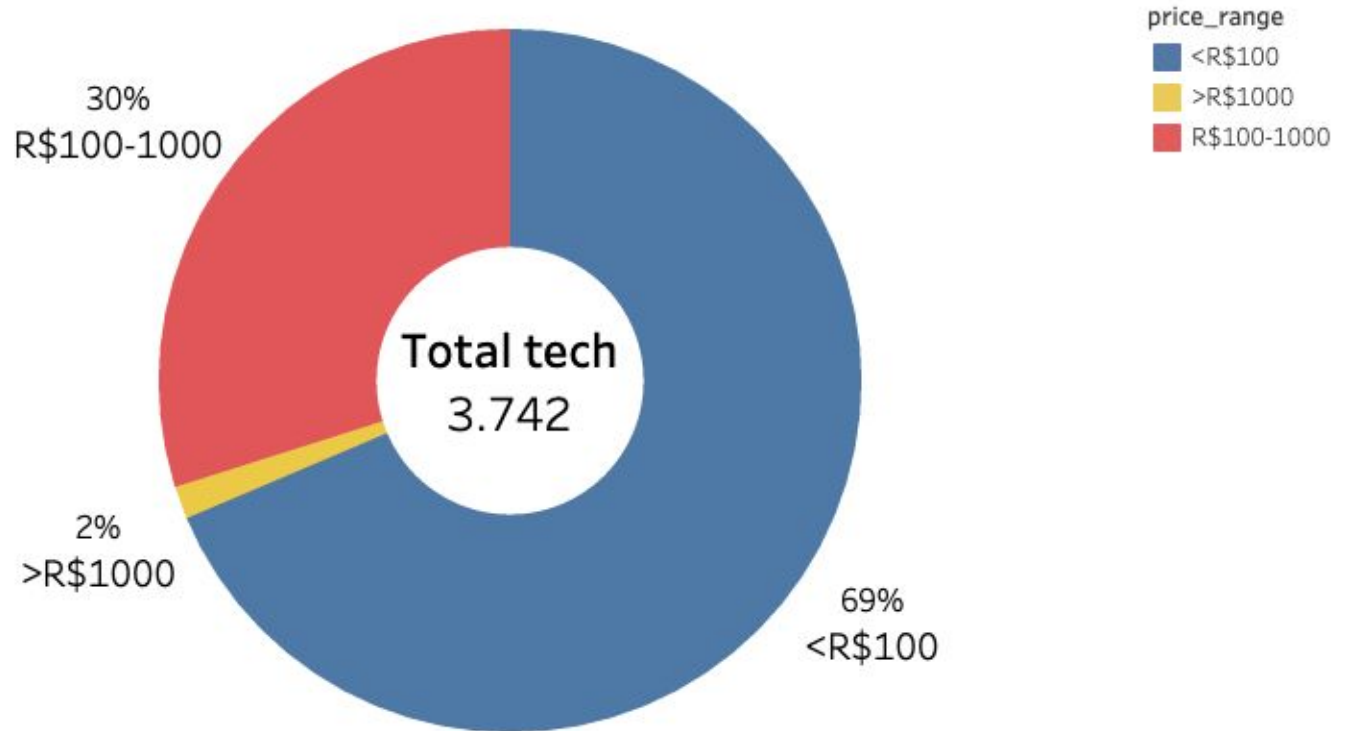
Tech products accounted for 11% of the total products in magist



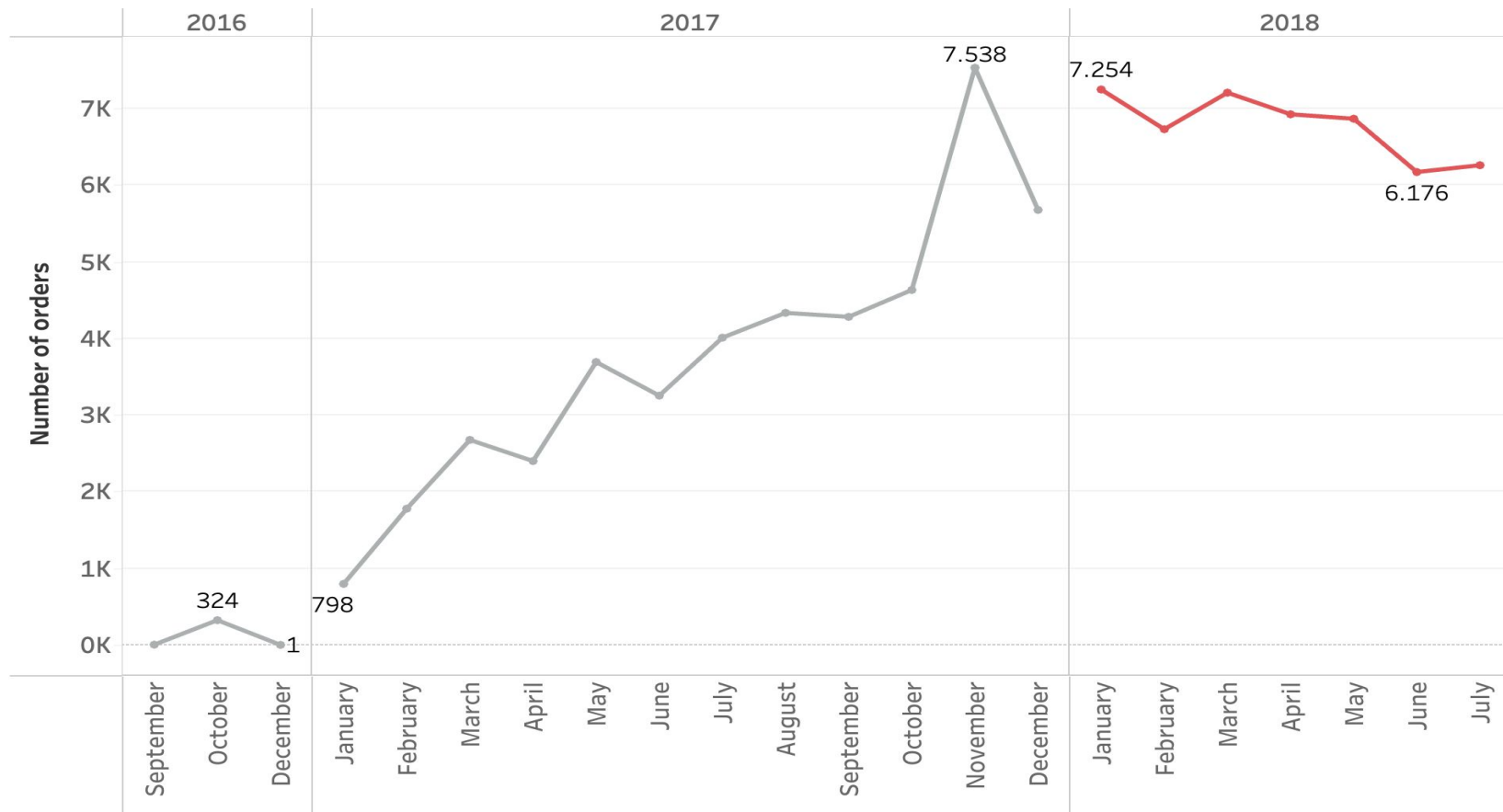
Computer accessories were the best-selling tech products



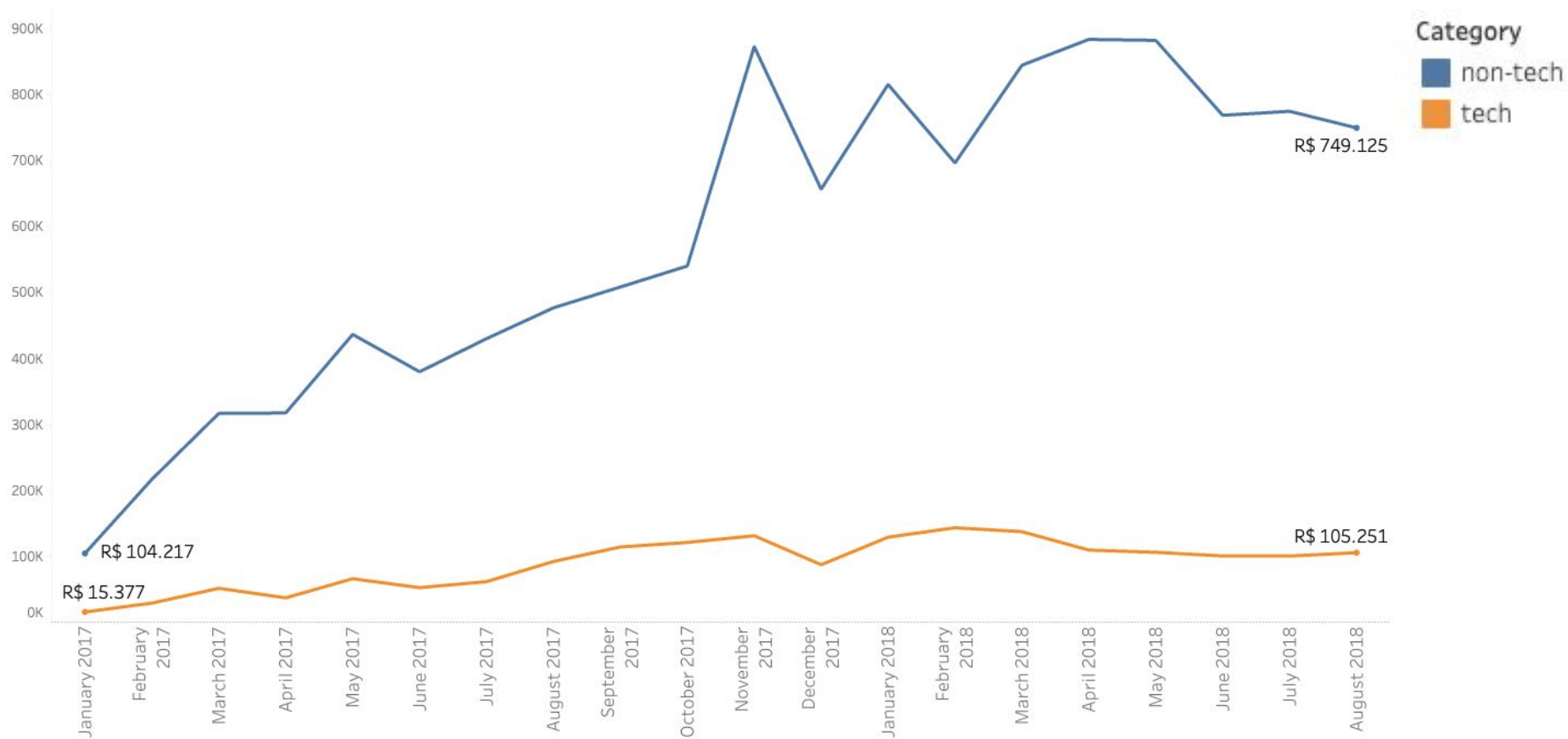
The percentage distribution of tech products by price



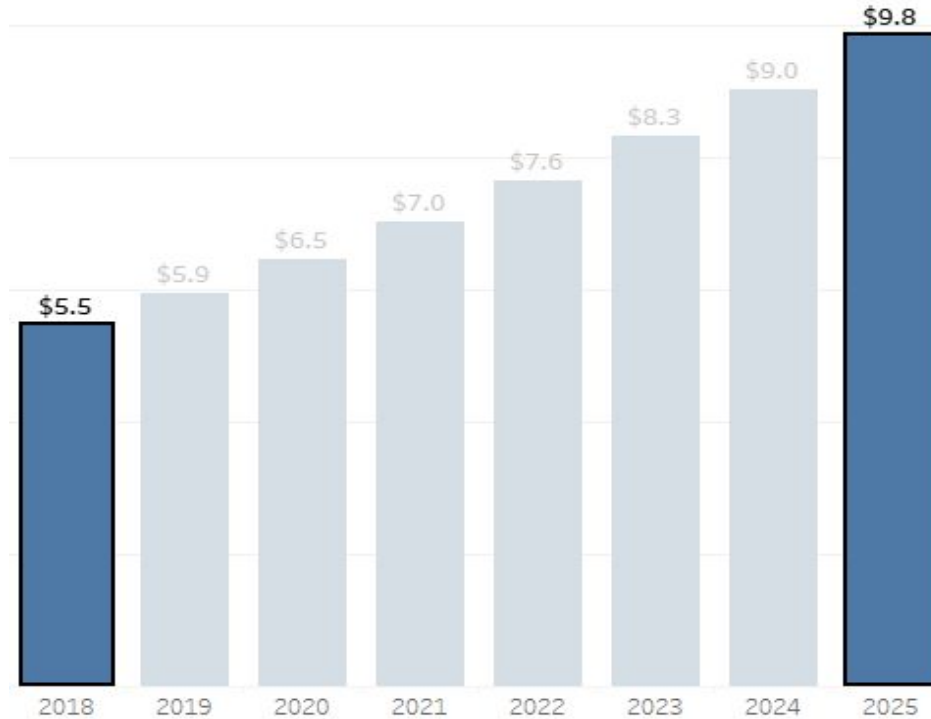
User Growth in Magist



The income of sellers for **tech products** showed a consistent and stable trend from 2017 to 2018



Mobile phone accessories market revenue in Brazil, 2018-2025 (in Billion)



- Estimated revenue at **US \$9.84** billion, with a grow rate of **8.06%**.

Magist Delivers at **Twice the Speed** of the Brazilian Average Delivery Time

- Magist's average delivery time is **12 days**, making it **over twice** as fast as the estimated 2018 Brazilian average of **29 days**.
- This significant reduction in delivery time can provide Eniac with a competitive edge in the Brazilian market.

Our Verdict: Partnering with Magist for Success

- Magist provides an **efficient, centralized order management system**, reducing the complexity of market entry.
- Magist's **12-day average delivery time** is significantly faster than the Brazilian market average of 29 days.
- Magist's economies of scale and partnerships with major marketplaces help Eniac **gain visibility faster**.
- Use the **3-year period** to build brand awareness and customer insights in Brazil.

References

1. www.statista.com/statistics/
2. <https://www.statista.com/statistics/1117196/delivery-time-e-commerce-brazil/#:~:text=Delivery%20time%20for%20an%20online%20orders%20in%20Brazil%202020&text=As%20of%20March%202020%2C%20an,percent%20and%20reached%2016%20days.>



Thank You
for Your Attention!