

**EXPANDING TO THE BRAZILIAN MARKET**

**A RECOMMENDATION ON THE**

# **ENIAC & MAGIST**

# **COOPERATION**

**BY GROUP 4**

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# ENIAC'S MAIN CONCERNS AND SCOPE

## Main Concerns

- Is Magist a good fit for high-end tech products?
- Are orders delivered on time?

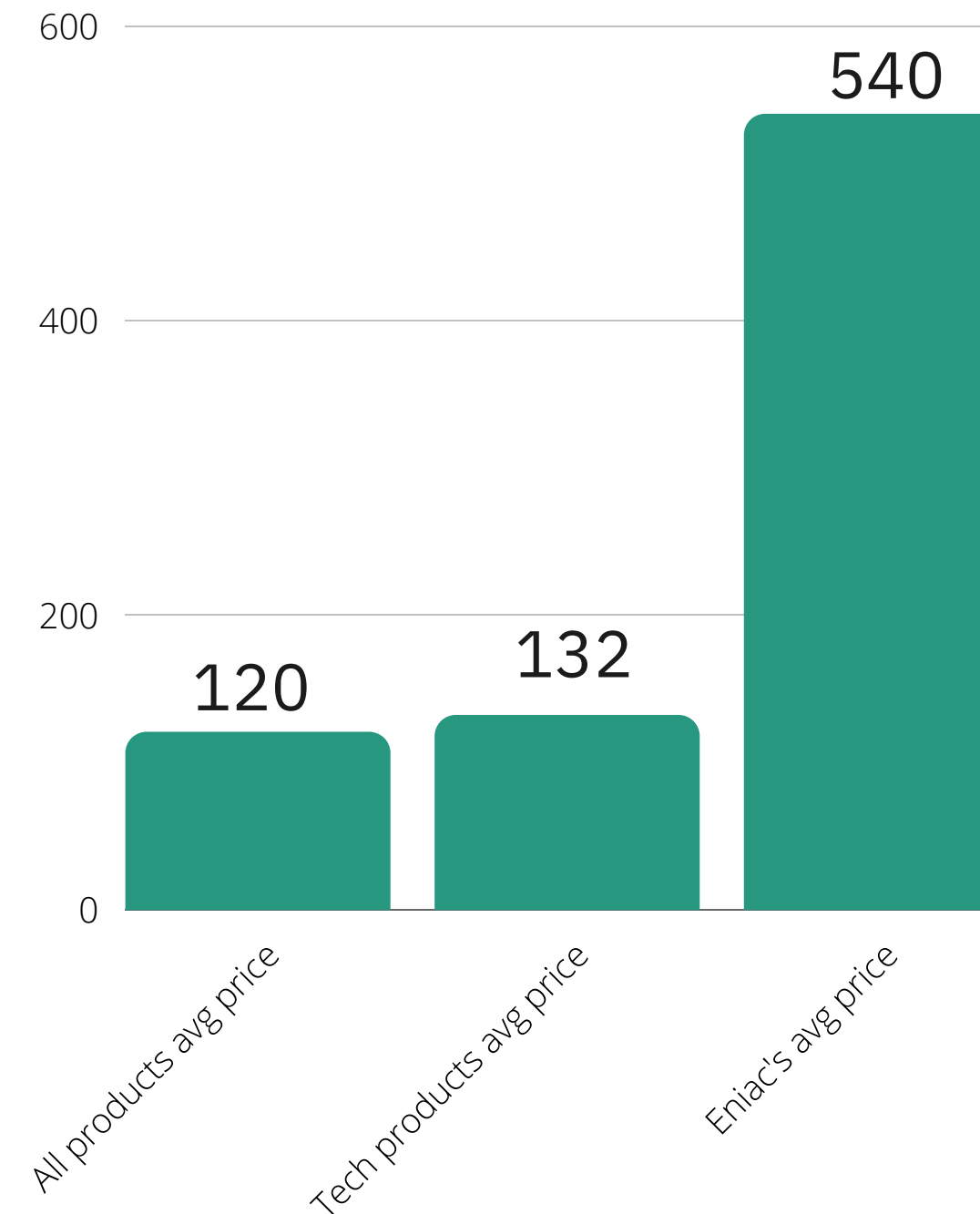
## Facts

- Revenue: 40,044,542 €
- Avg monthly revenue: 1,011,256 €
- Avg order price: 710 €
- Avg item price: 540 €

# FACTS CONCERNING PRODUCTS IN MAGIST MARKETPLACE

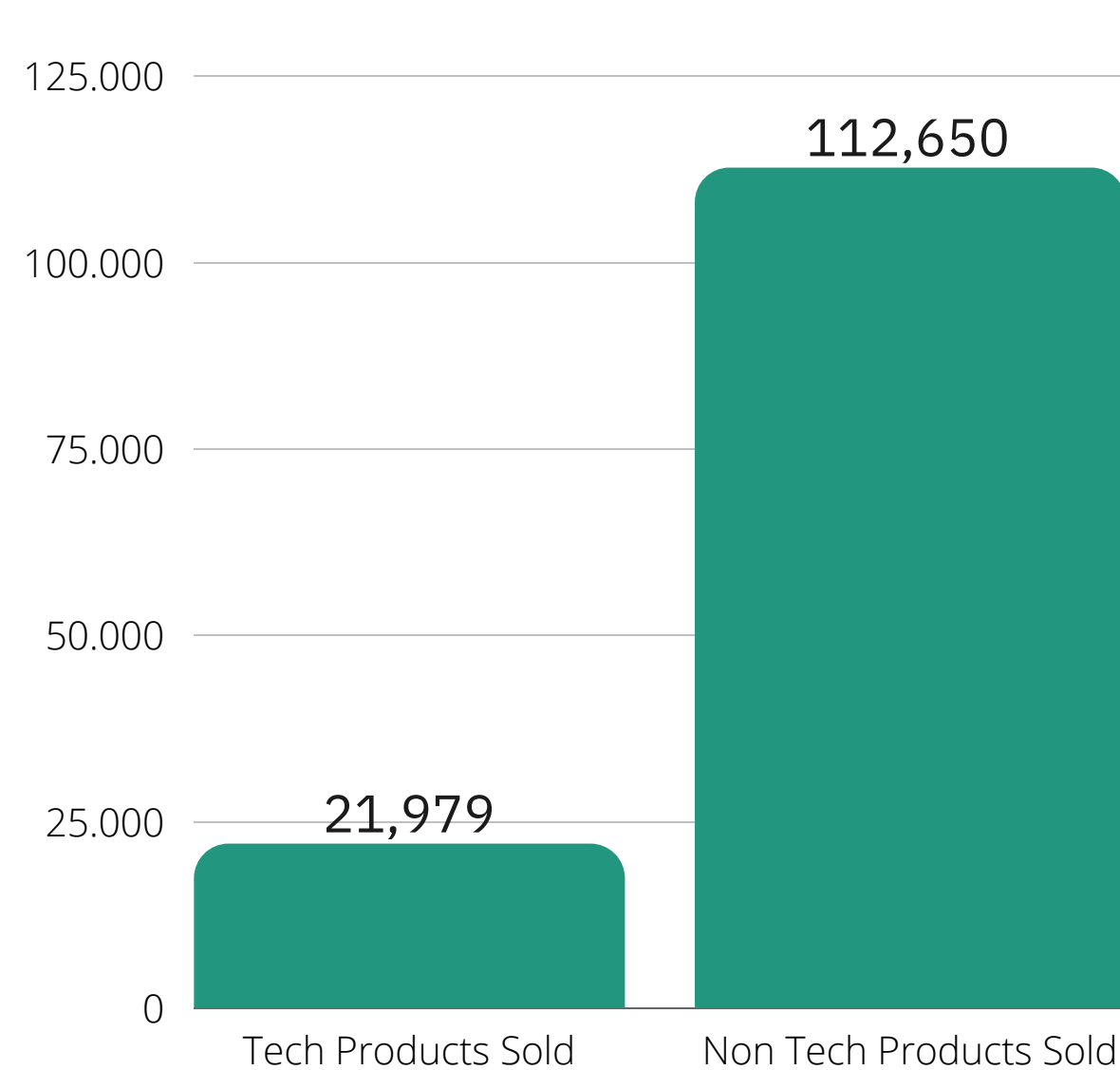
## Tech Categories in Magist Market:

- audio
- computers
- computers\_accessories
- electronics
- signaling\_and\_security
- tablets\_printing\_image
- telephony
- watches\_gifts

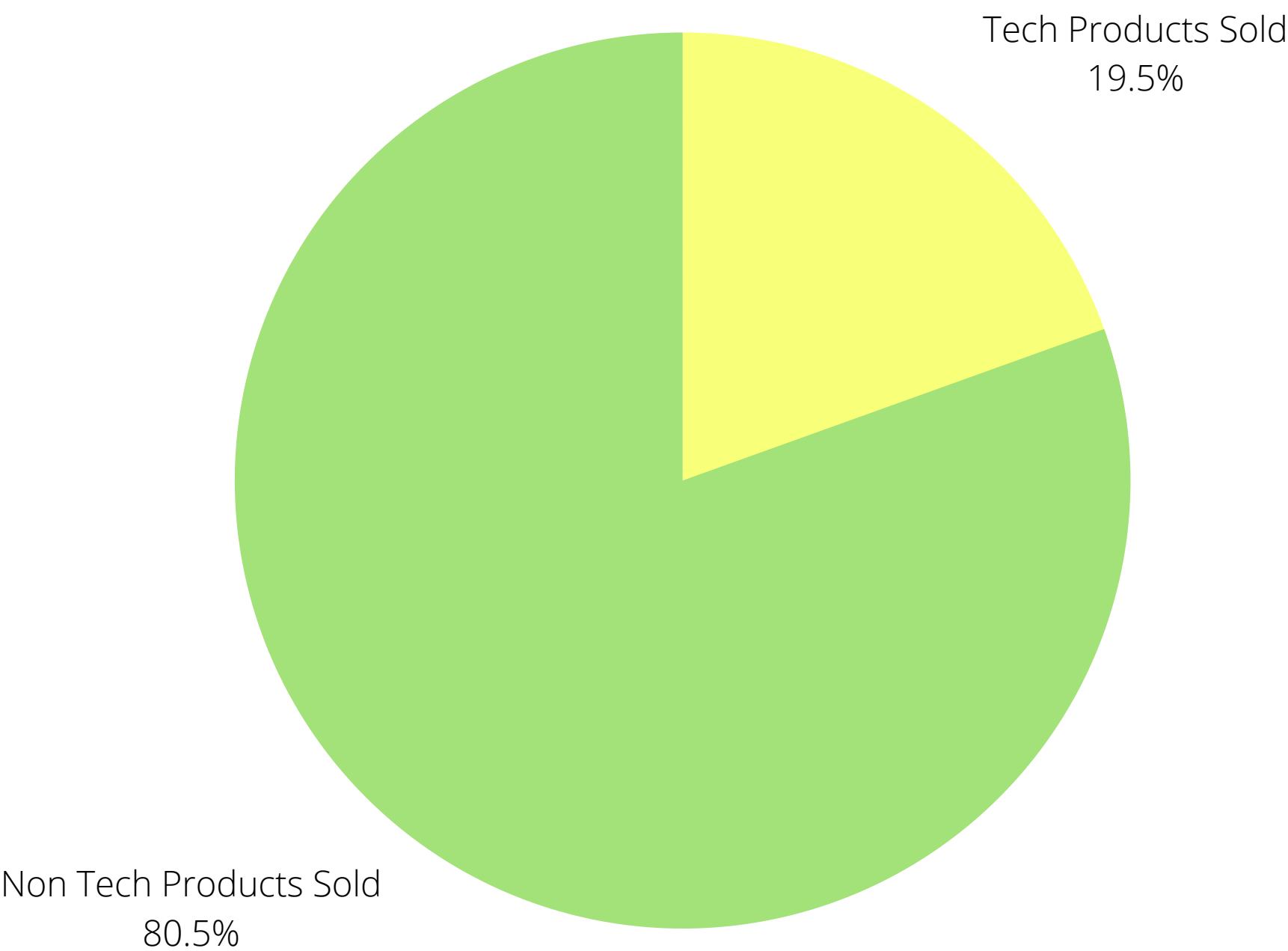


AVG prices of Non Tech vs Tech vs Eniac's

# FACTS CONCERNING PRODUCTS IN MAGIST MARKETPLACE

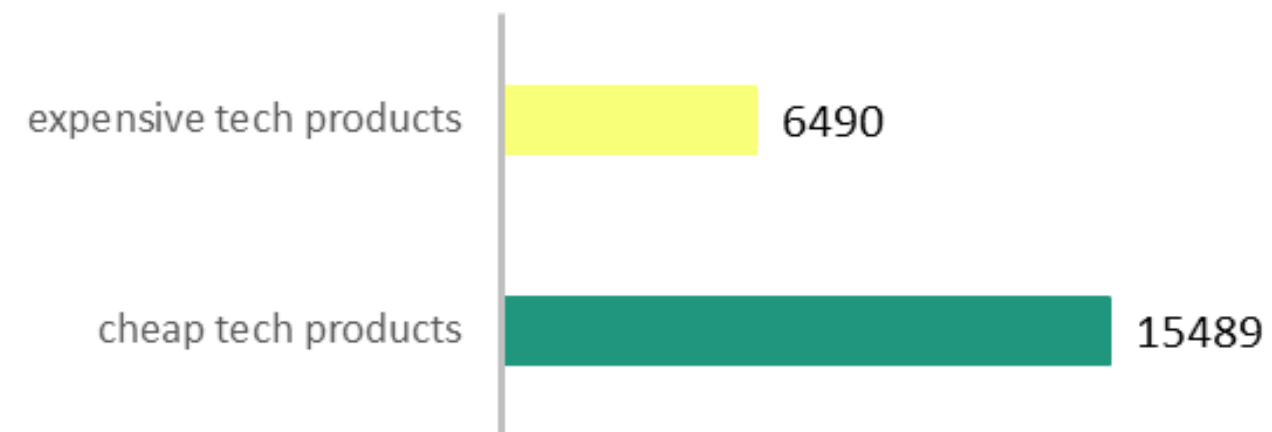


The Number of Tech Products Sold vs. Non Tech

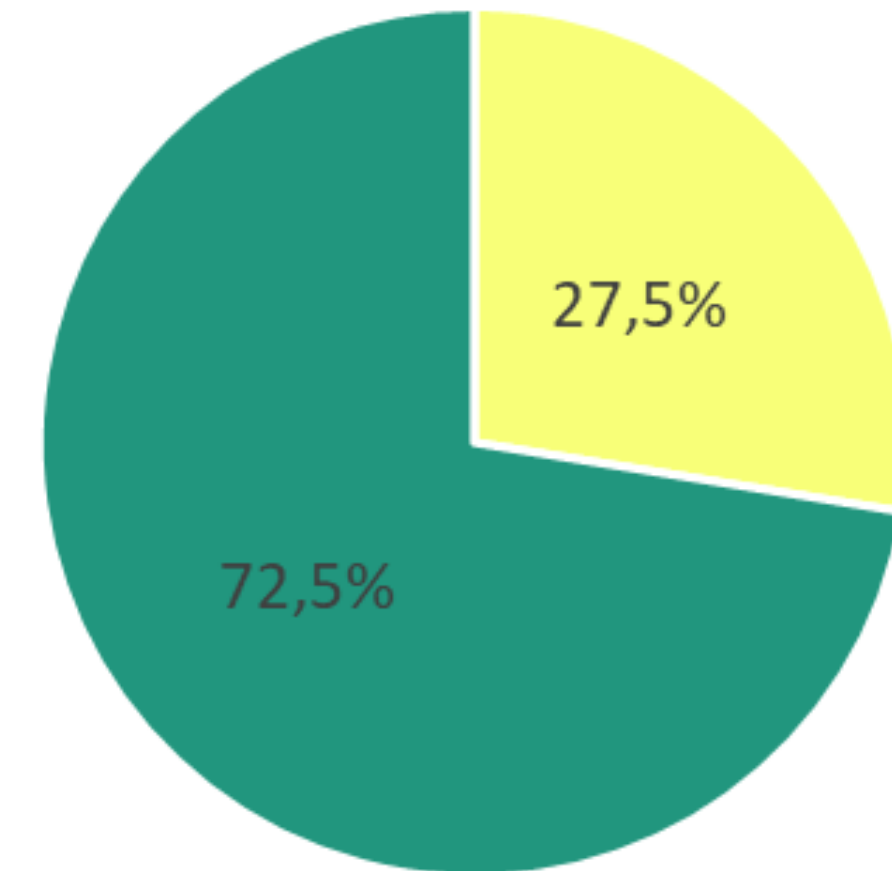
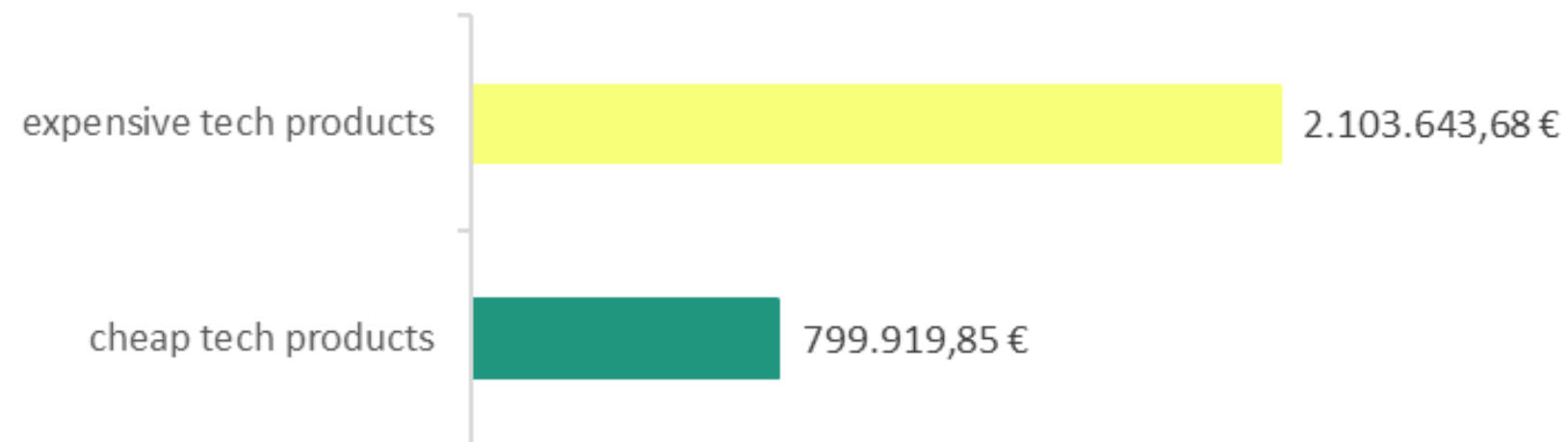


# FACTS CONCERNING PRODUCTS IN MAGIST MARKETPLACE

## number of tech products



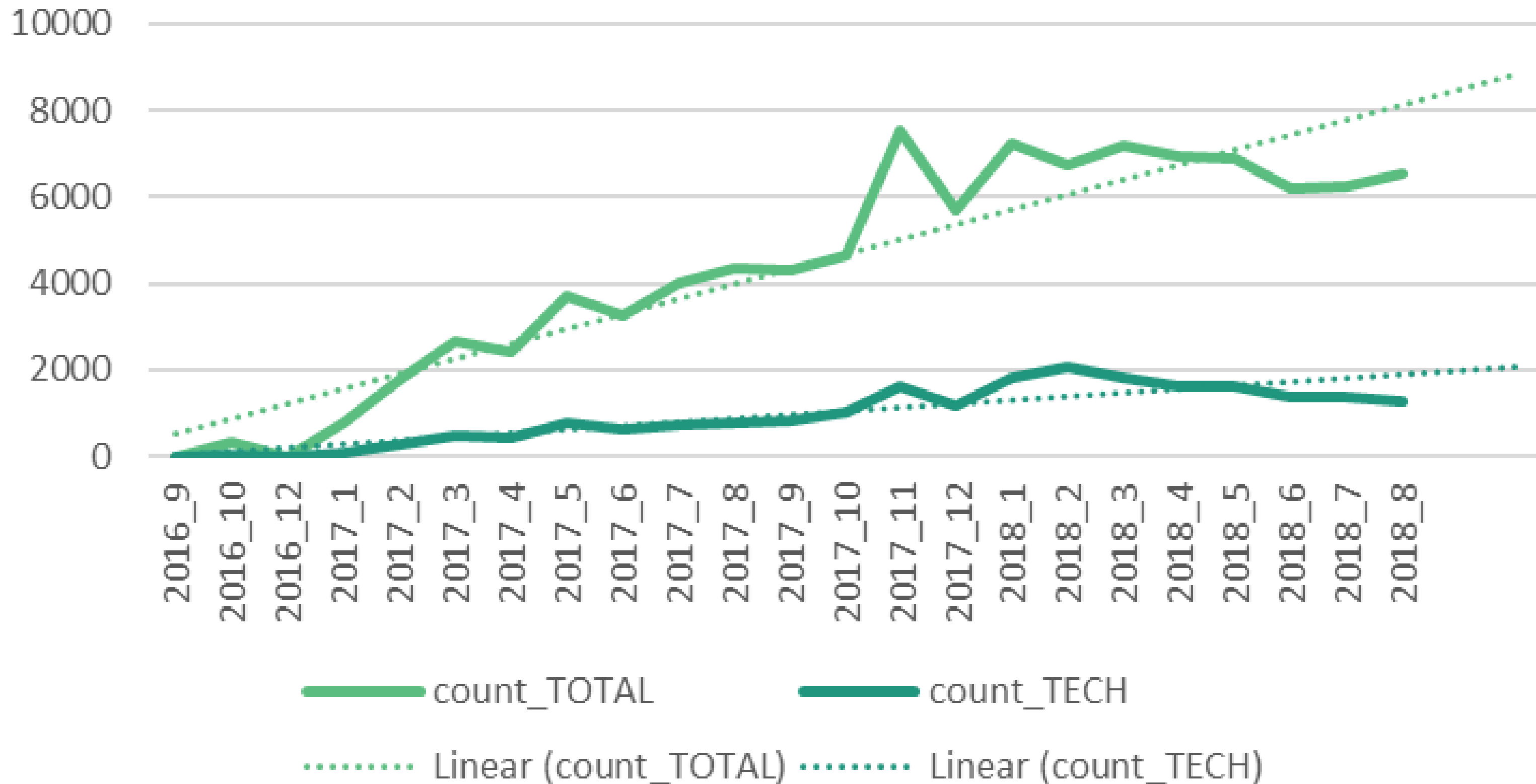
## revenue of tech products



- Revenue of Cheap Tech Products
- Revenue of Expensive Tech Products

## FACTS CONCERNING MAGIST'S GROWTH

### Orders of TECH-products in total Magist

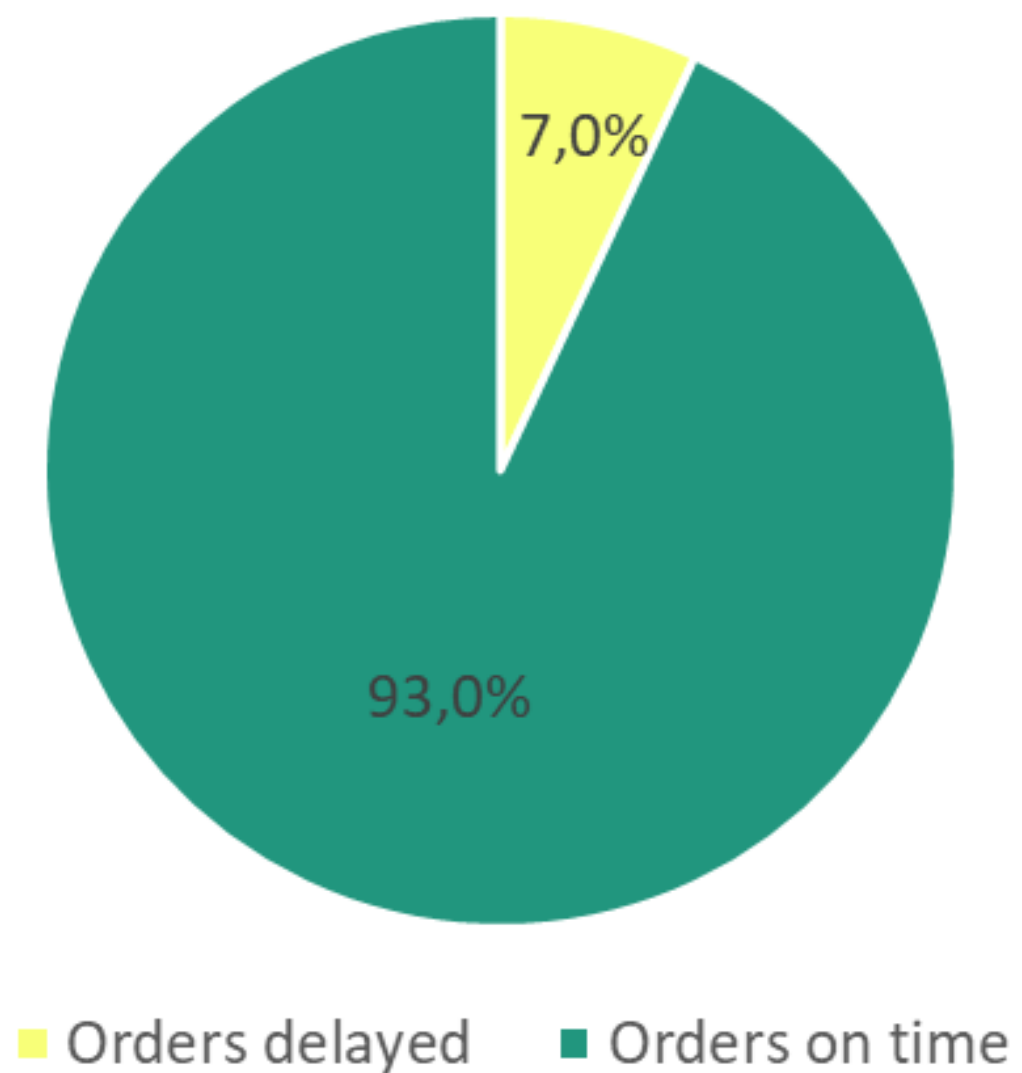


# FACTS CONCERNING SELLERS IN MAGIST MARKETPLACE

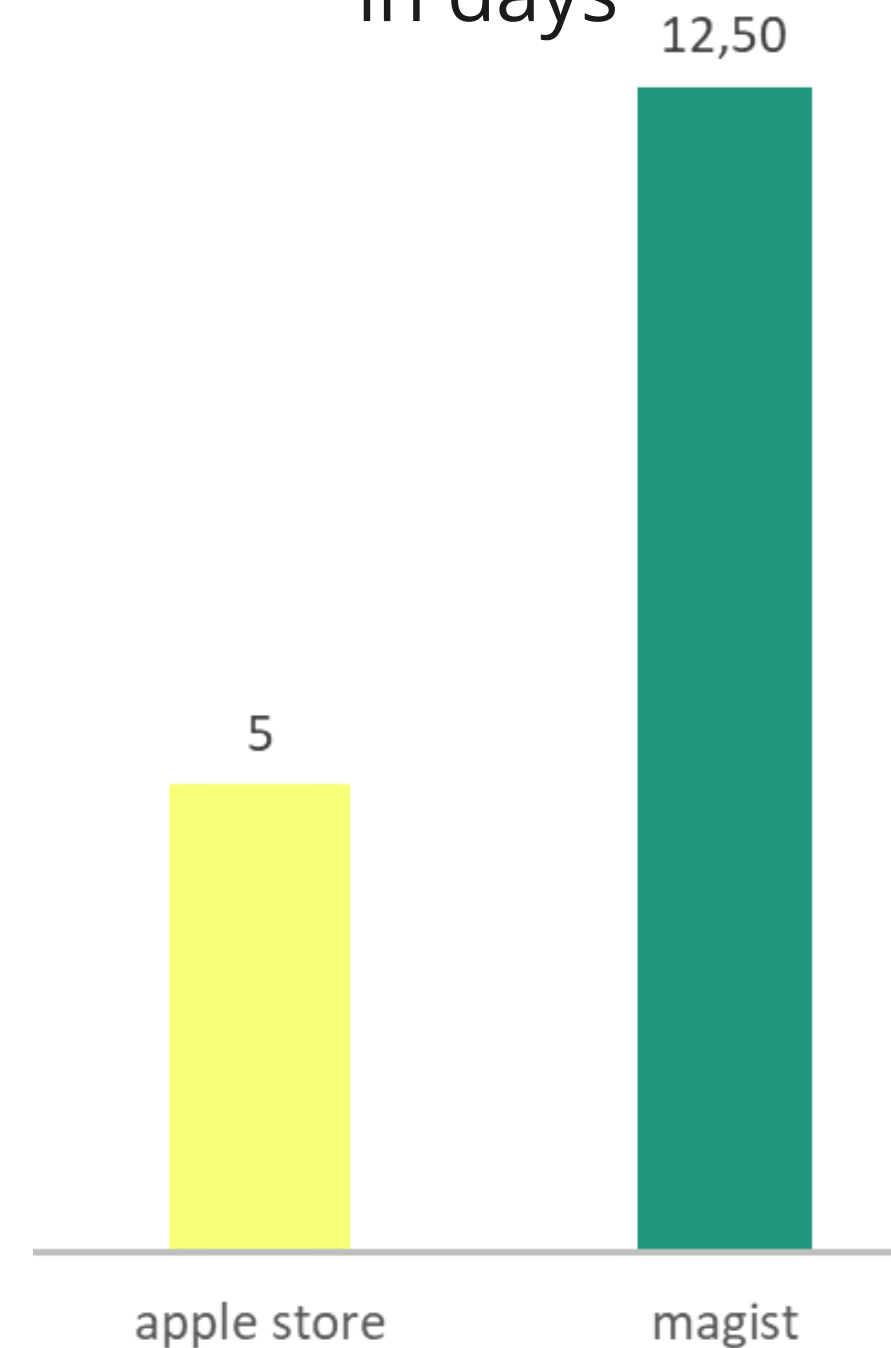


# FACTS CONCERNING DELIVERY TIME IN MAGIST MARKETPLACE

percentage of orders  
delivered on time vs.  
delayed



average delivery time  
in days



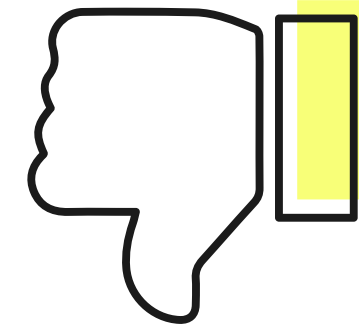


## SUMMARY

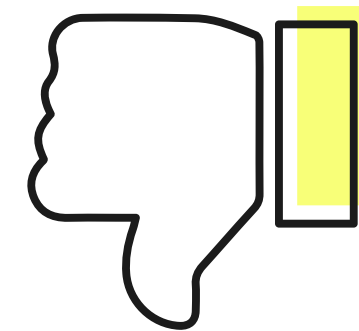
- Eniac's avg price 540 > Magist's avg price of tech products 132.
- The orders for tech products are in decline.
- The avg monthly revenue of Eniac is 1,011,256 > The avg monthly revenue of a magist tech seller is 210,17.
- The standard delivery time of an Apple store is 5 days vs. 12 days in Magist.

## FINAL RECOMMENDATION

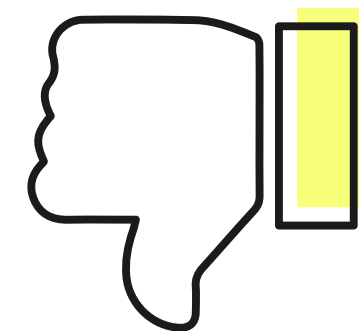
Is Magist a good fit  
for high-end tech products?



Are orders delivered on time?



**Eniac should not sign  
the deal with Magist**



# Thank You!

If you have any questions,  
please let us know.

