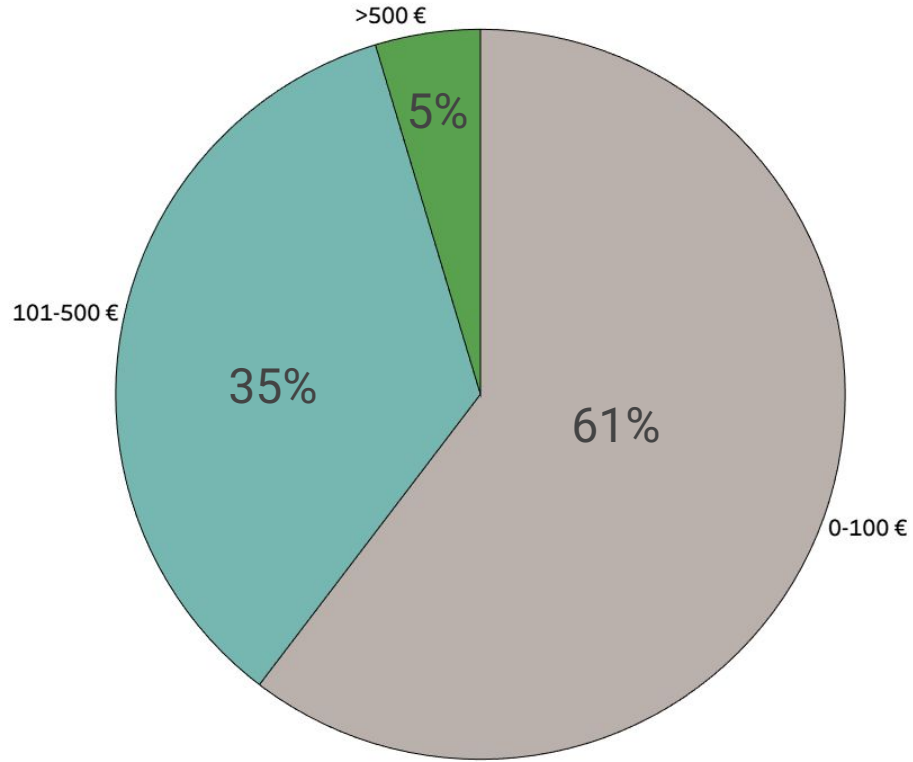


Should we sign on with Magist ?

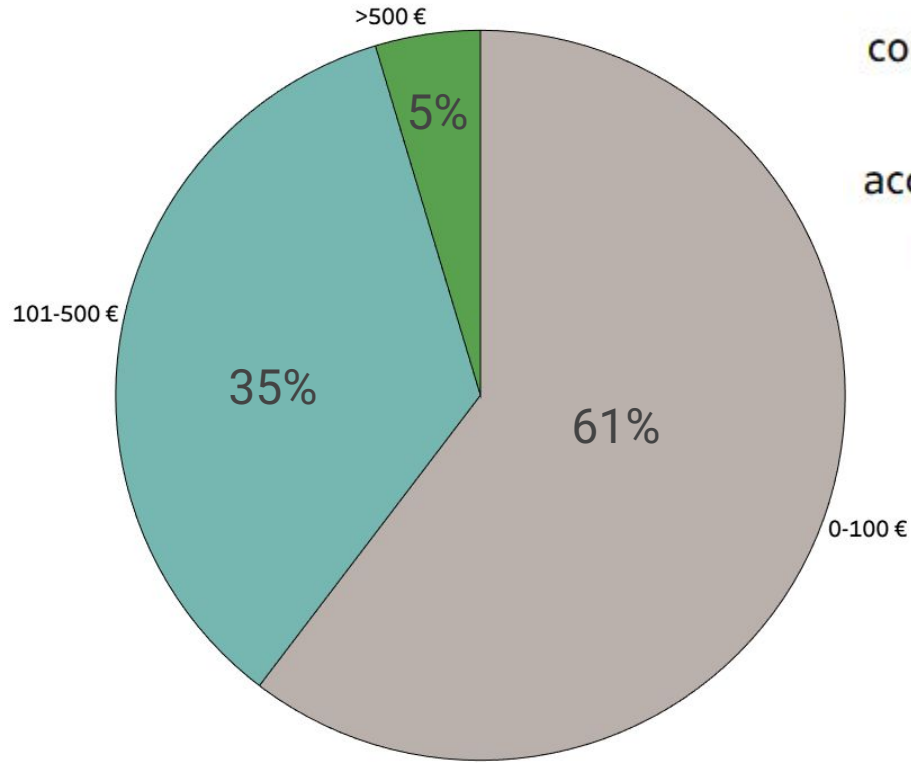
Question 1: Is Magist a good partner high-end tech products?

Question 2: Are deliveries fast enough?

The Magist Ecosystem - High End Tech ?

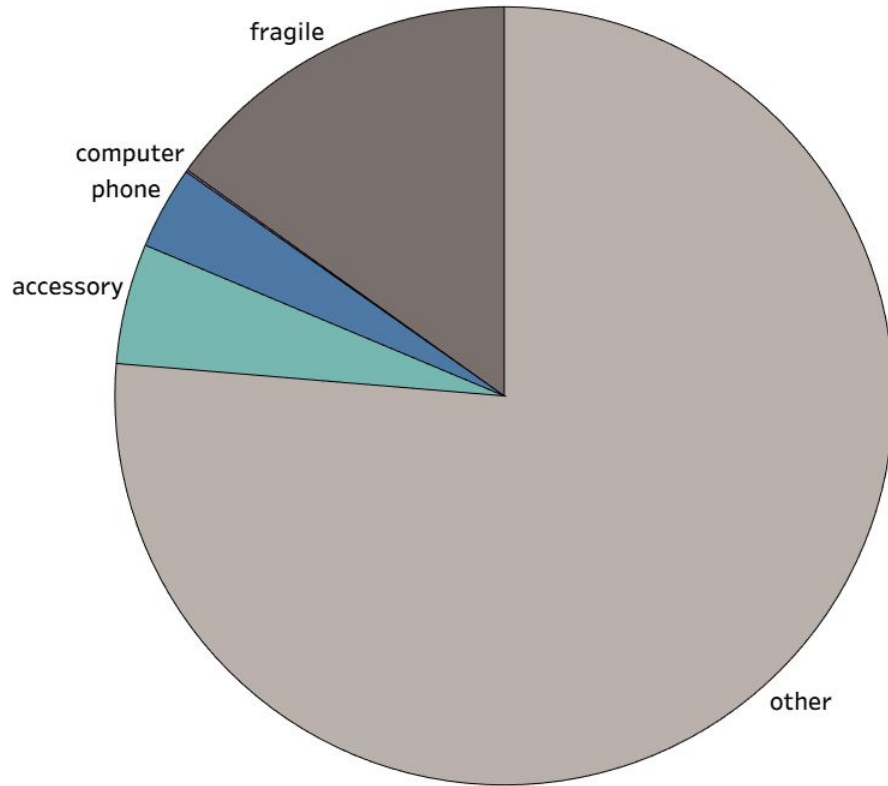


The Magist Ecosystem - High End Tech ?

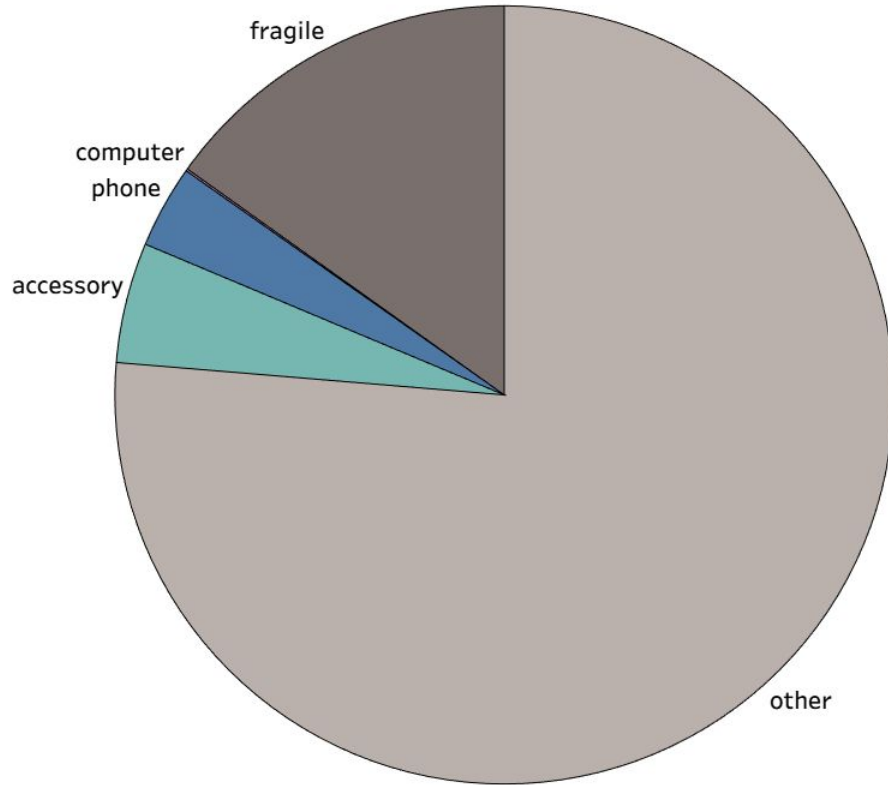


Eniac :540€

The Magist Ecosystem - Any Tech at all ?



The Magist Ecosystem - Any Tech at all ?



There's not a lot of sellers fitting our profile on magist. So... Who are the sellers?



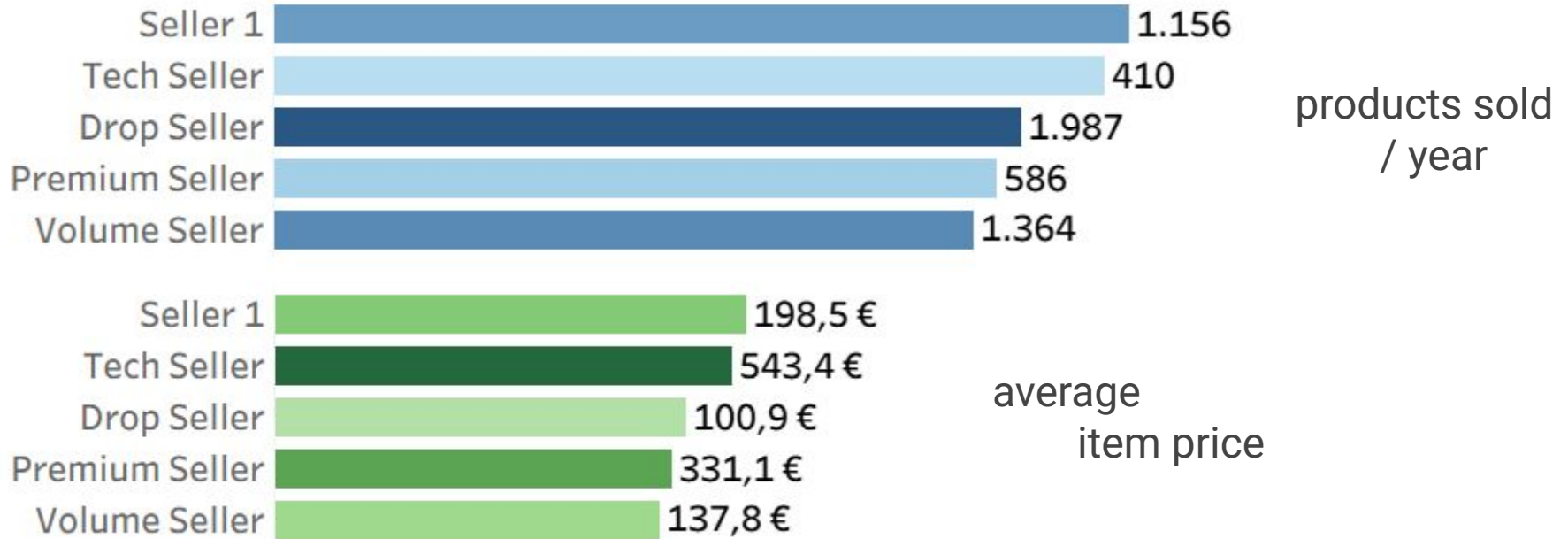
The Magist Ecosystem - Top 5 Sellers



The Magist Ecosystem - Top 5 Sellers



The Magist Ecosystem - Top 5 Sellers



The Magist Ecosystem - Conclusion

So is Magist a good partner high-end tech products?

Magist's environment is mismatched

- Low category prices
- Low category volumes
- Low quality traders



The Magist Ecosystem - Conclusion

So is Magist a good partner high-end tech products?

Magist's environment is mismatched

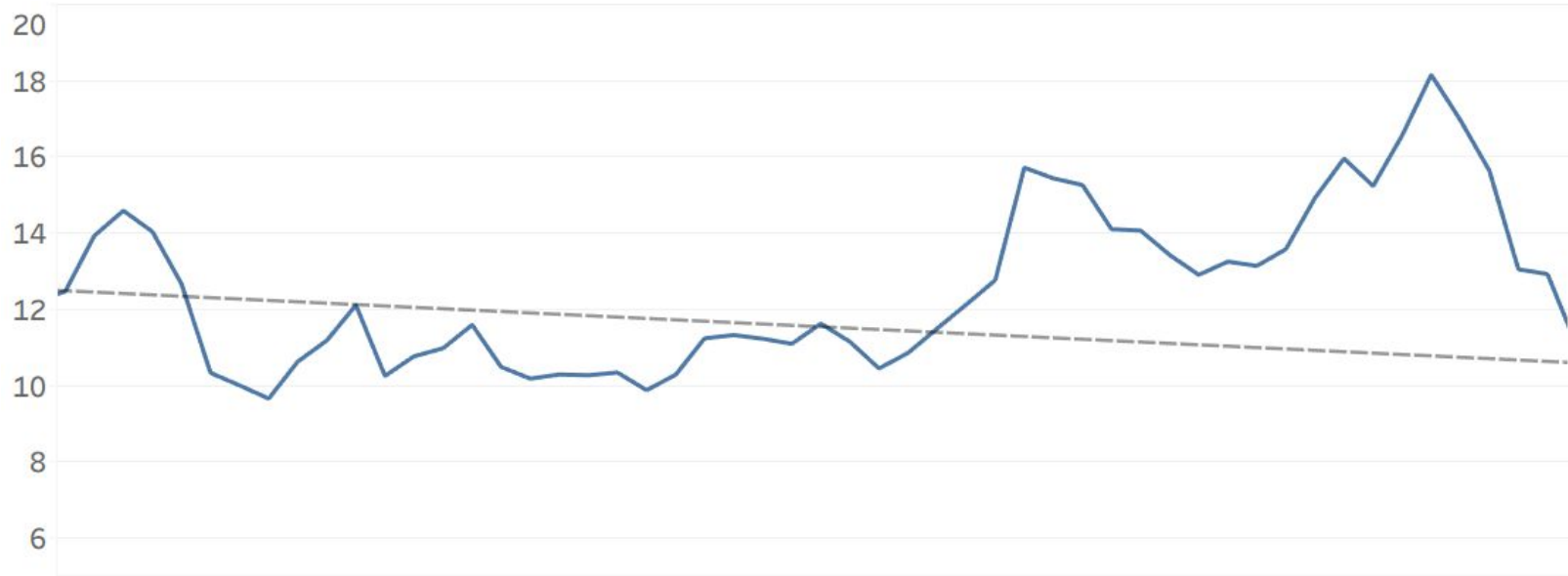
- Low category prices
- Low category volumes
- Low quality traders

BUT

- Sellers with matching profile do exist
- And they are doing well, even if volume is low

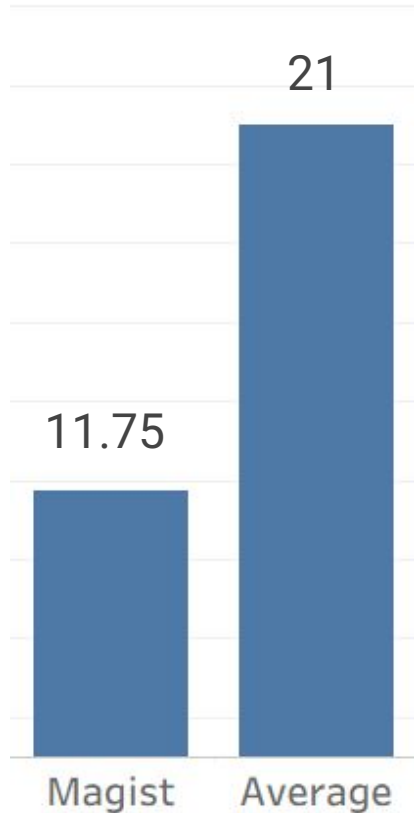


Deliveries - are too slow



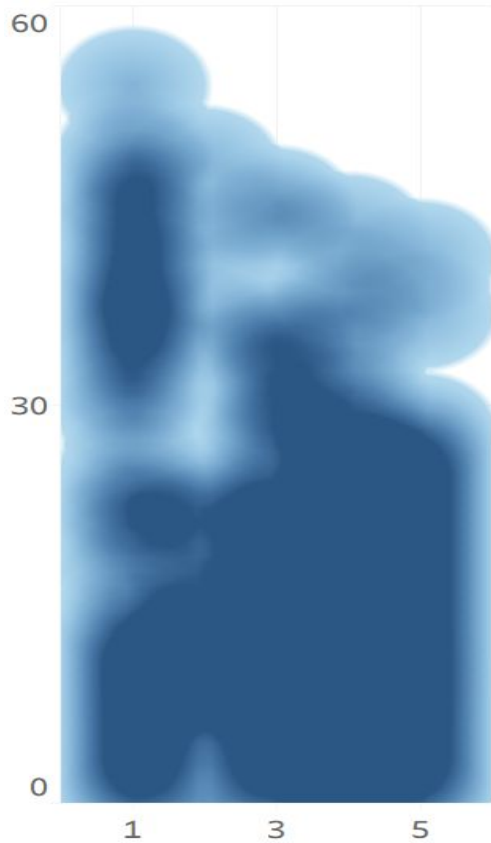
Average Delivery Time
04.2017-03.2018 **11.75**

Deliveries - are too slow, or are they?



long delivery times are likely systemic to the brazilian market

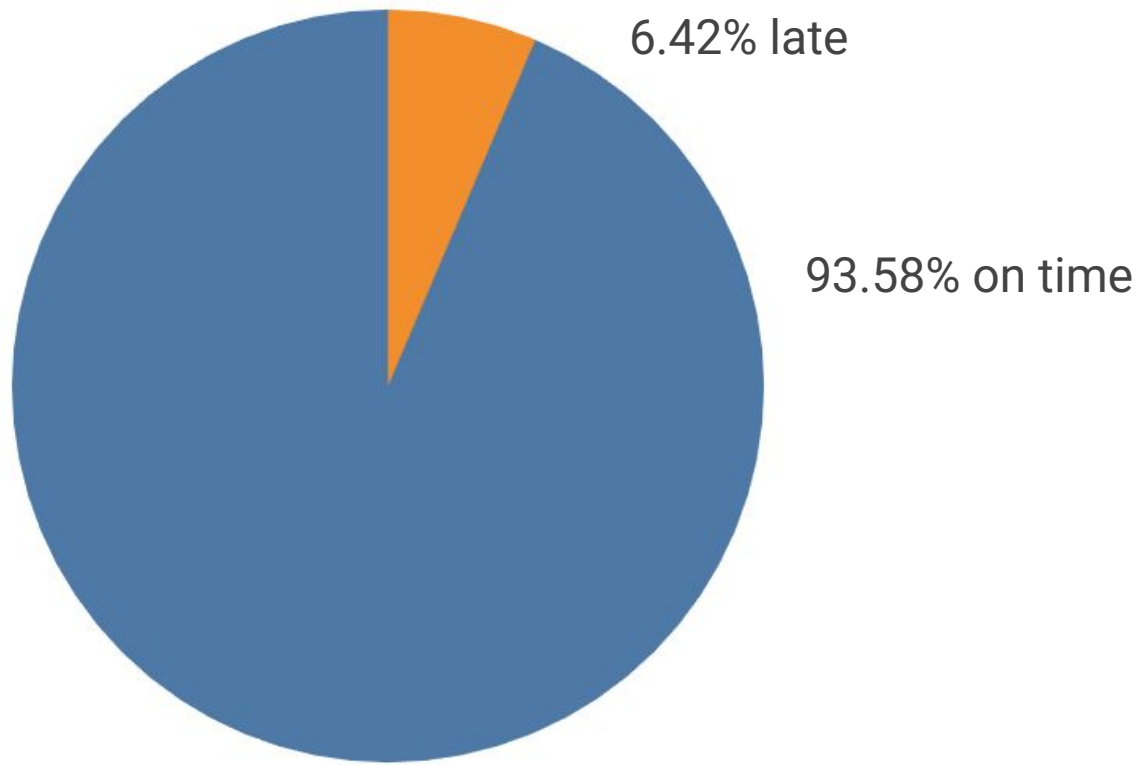
Deliveries - are too slow, or are they?



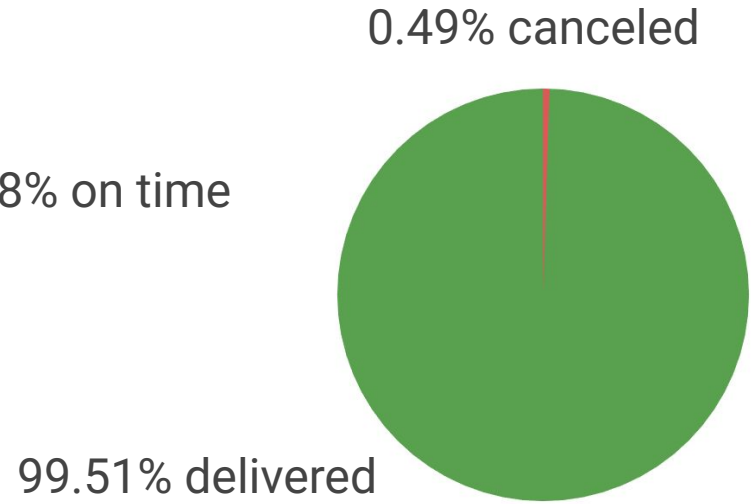
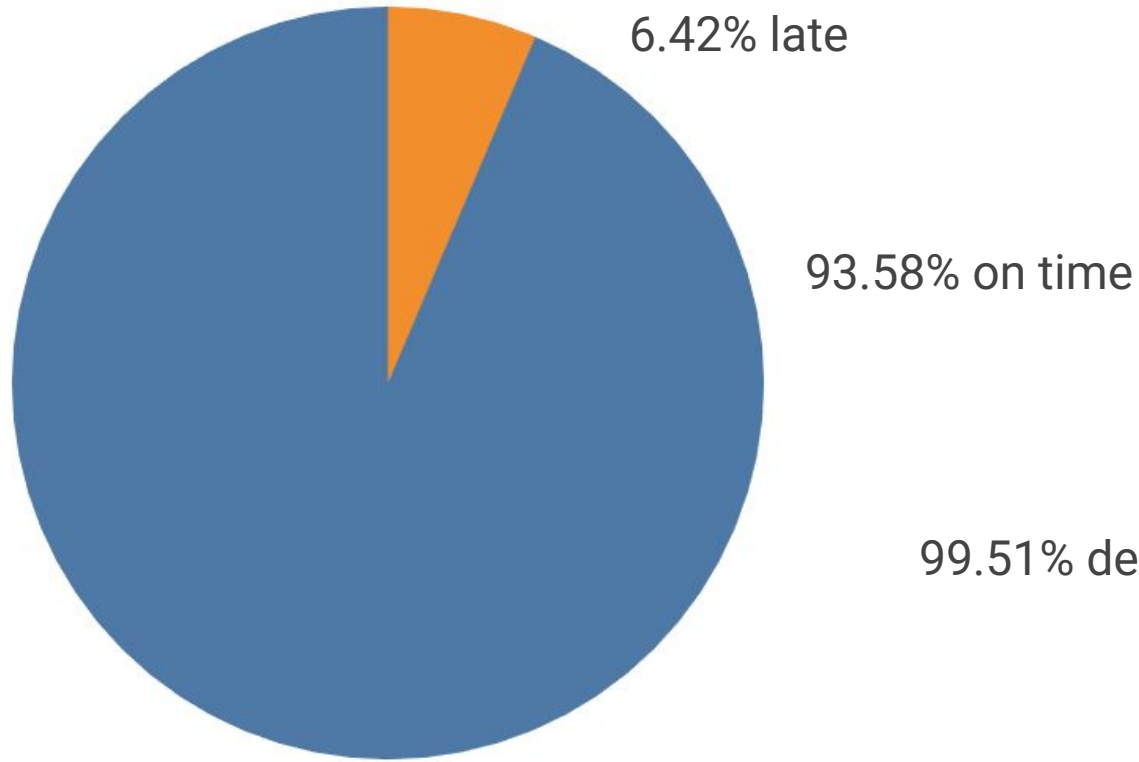
further supported by customer satisfaction
drop only after around 30 days



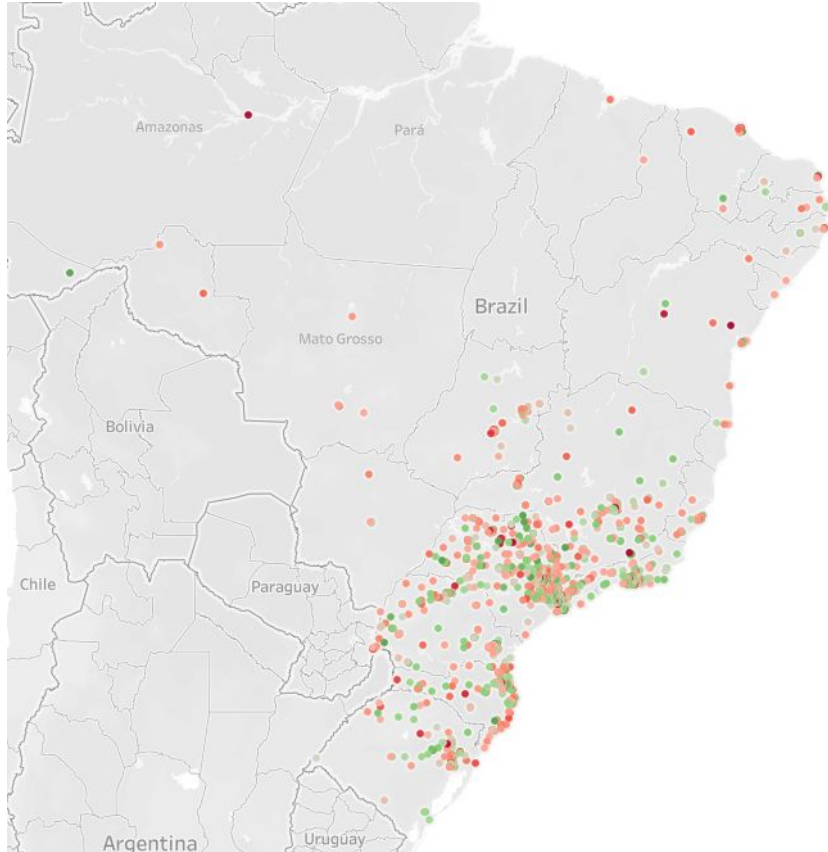
Deliveries - most are on time



Deliveries - most are on time

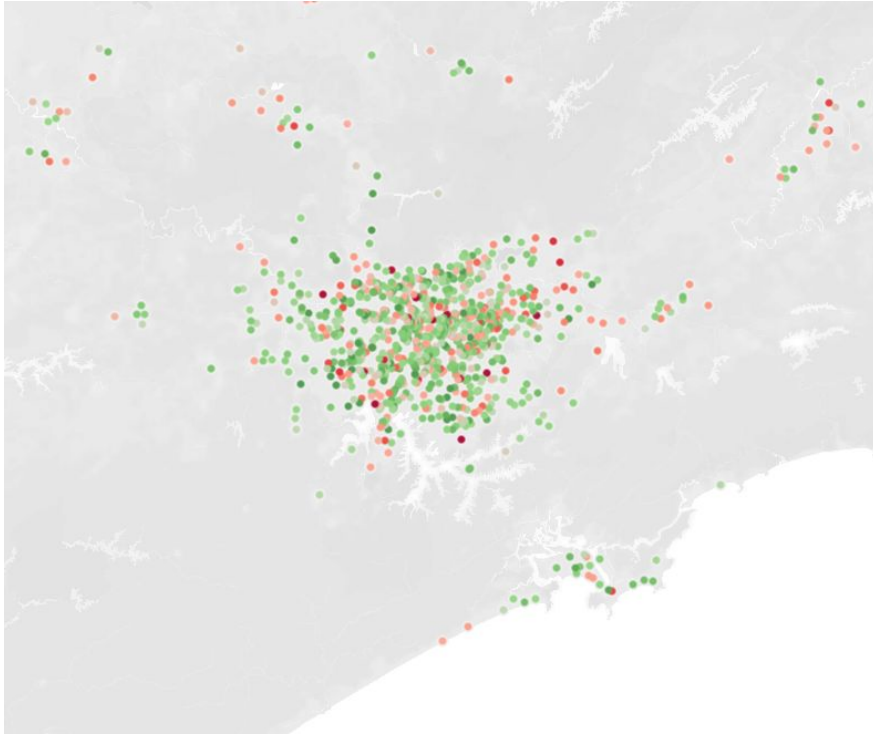


Deliveries - geographical challenges



Magist deliveries mostly in the south,
but this is where we want to be.

Deliveries - geographical challenges



Magist deliveries mostly in the south,
but this is where we want to be.

average delivery time by city



Deliveries - Conclusion

- Deliveries are not fast enough for a premium brand that uses fast shipping as a key customer-happiness lever.



Deliveries - Conclusion

- Deliveries are not fast enough for a premium brand that uses fast shipping as a key customer-happiness lever.

BUT

- Most deliveries are on time
- Most deliveries arrive
- Brazilian market is more tolerant



Recommendation

Magist is not an optimal partner for high-end accessories and tech.

- not specialized in tech or high-end items
- deliveries are not fast enough for brand fit

Signing with Magist could risk brand image,
but there are ways to move forward.



Recommendation - 3 Options

If fast delivery is essential even in the Brazilian Market:



Recommendation - 3 Options

If fast delivery is essential even in the Brazilian Market:

- Option 1: Hybrid solution - use Magist only for store & warehouse management / order management , with shipping done independently



Recommendation - 3 Options

If fast delivery is essential even in the Brazilian Market:

- Option 1: Hybrid solution - use Magist only for store & warehouse management / order management , with shipping done independently
- Option 2: Regional launch - use Magist, but only regionally in Sao Paulo, expand outward without Magist.



Recommendation

If fast delivery is essential even in the Brazilian Market:

- Option 1: Hybrid solution - use Magist only for store & warehouse management / order management , with shipping done independently
- Option 2: Regional launch - use Magist, but only regionally in Sao Paulo, expand outward without Magist.
- Option 3: Negotiate special conditions. Magist must guarantee improved delivery performance for Eniac, at a premium if necessary.

