



BUSINESS PROJECT

ENIAC / Magist

# Business Questions

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Eniac has two main concerns about partnering with Magist:

1. Is Magist is a good partner for ENIAC (expensive) high-end tech products?
2. Fast deliveries are key for Eniac. How fast are Magist deliveries?

# Executive Summary

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The performed Analysis provides significant evidence Magist is not a suitable partner for ENIAC's expansion into the Brazilian Tech market for the key reasons below:

- Revenue from Tech products declined in the last quarters of 2018
- The total revenue from expensive tech product is extremely low
- The delivery of more than 25% of expensive tech products takes more than 15 days

# Magist Database Overview and Analysis Criteria

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## Tech product categories:

- audio
- Computers
- Computer\_accessories
- Electronics
- Pc\_gamer
- Tablets\_printing\_image
- Telephony
- wathes\_gifts

## Price categories:

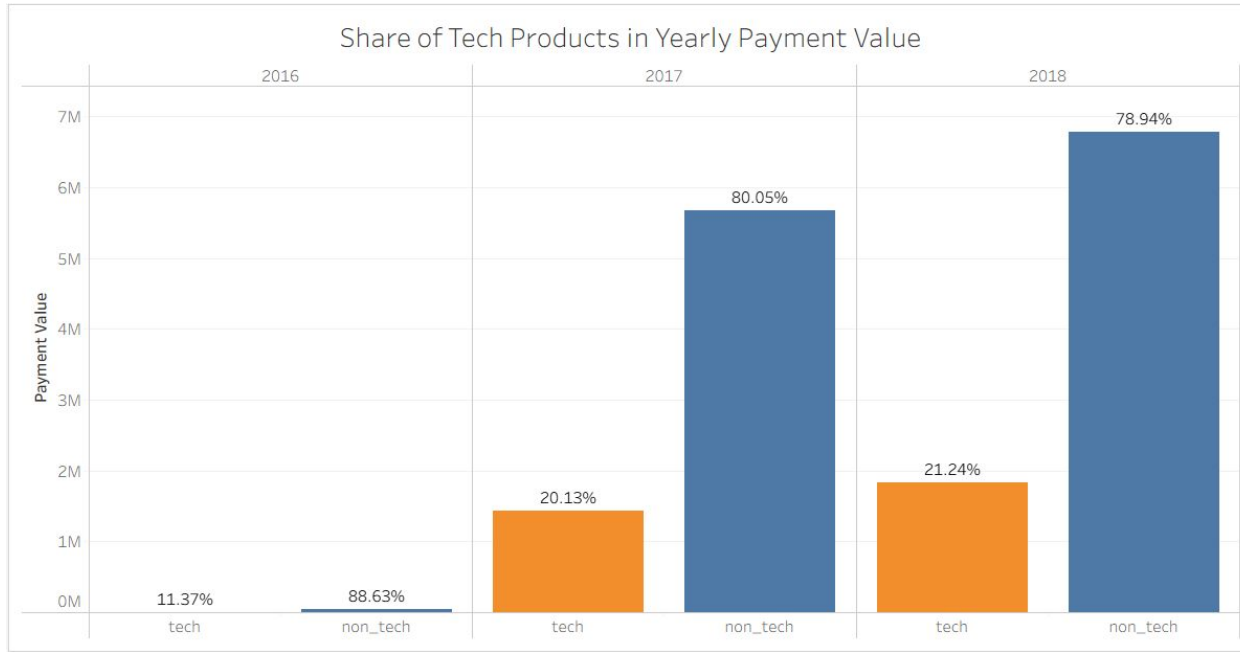
- **Cheap:** up to 100€
- **Medium:** between 100€ and 700€
- **Expensive:** more than 700€

## Delivery status estimation:

Brazil's average delivery time = 10 to 12 days

- ❖ Delayed delivery: more than 15 days

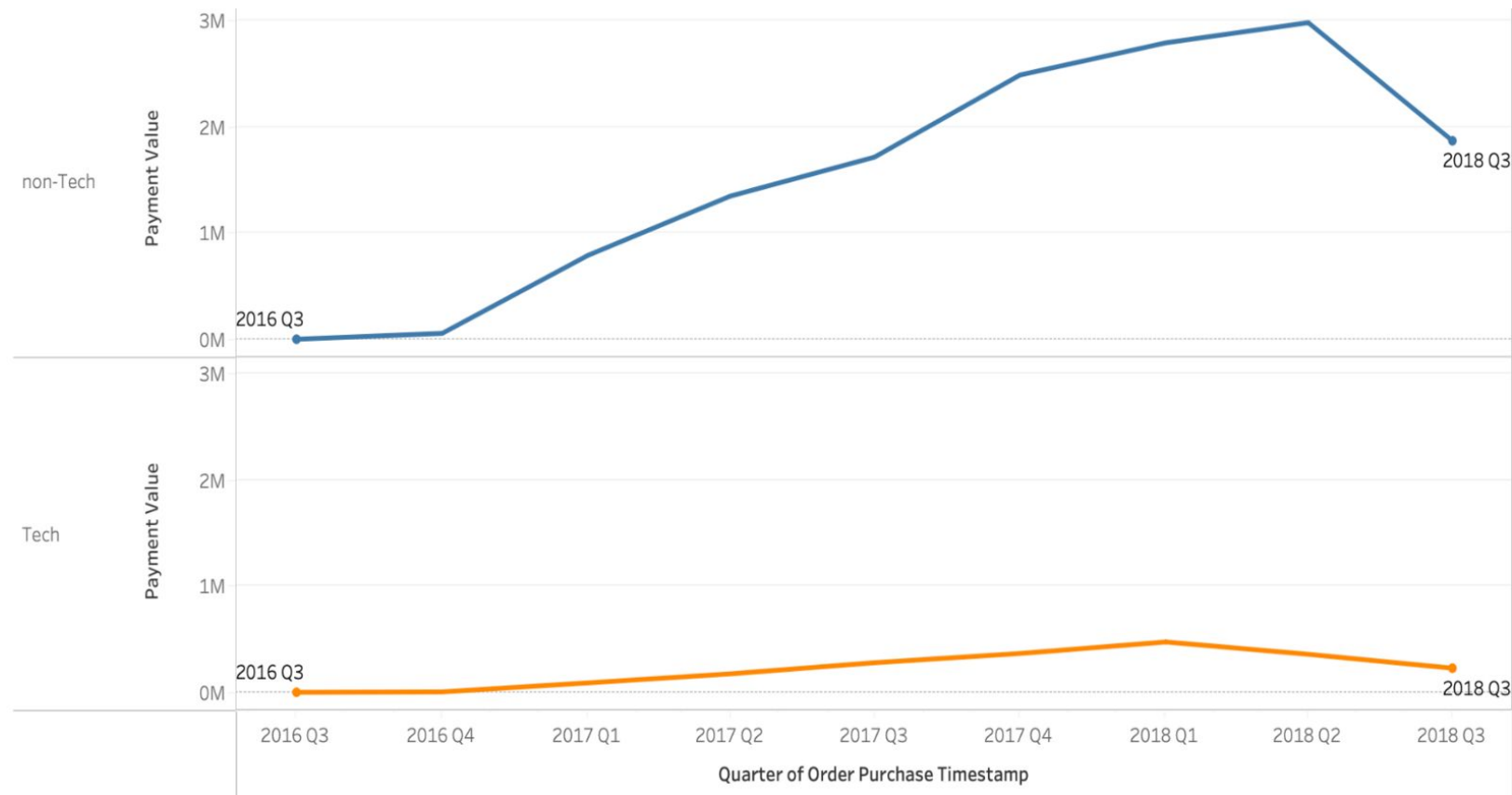
# Tech Sales Show Minor Increase in Payment Value



Share of tech products in the total payment value across years.

- Big increase in the share from 2016 to 2017
- **Minute increase** in the share from 2017 to 2018

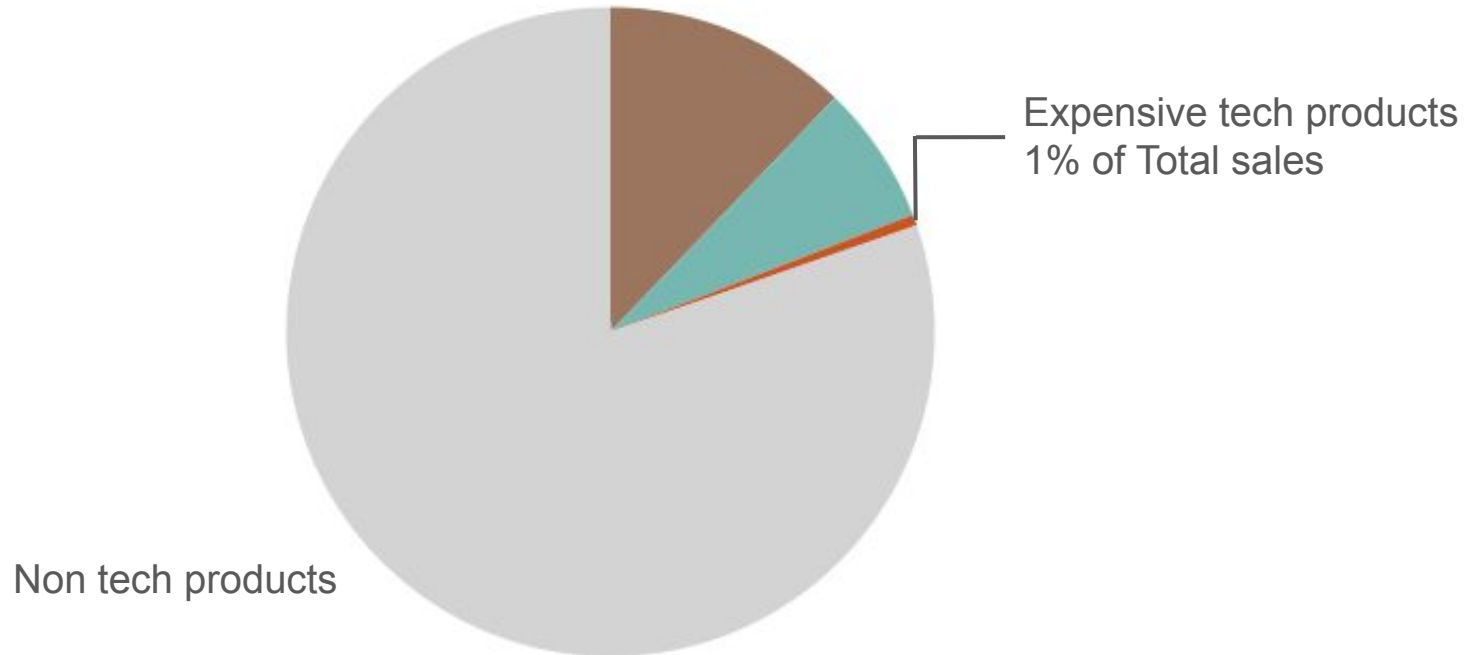
# Declining Tech Product Payment Value in 2018



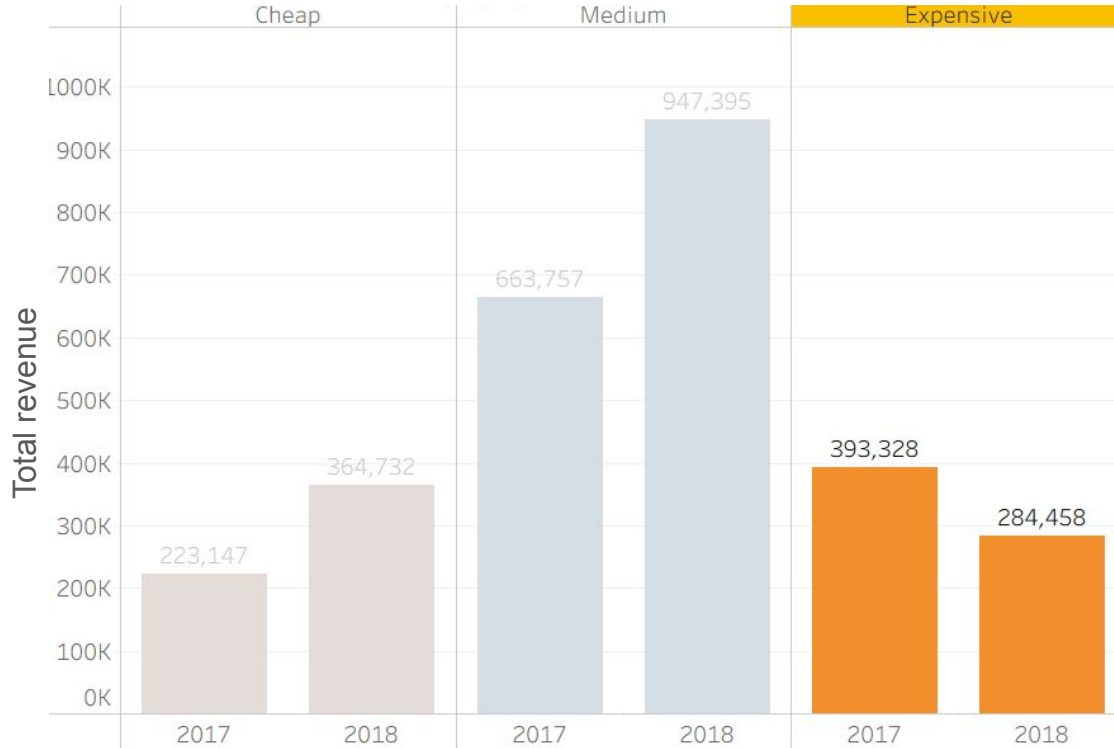
Decreased payment value from Q2 2018 for both categories of products

## Expensive Tech Products Counts only for 1% of All Magist Sales

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# Total Revenue From Expensive Tech Sales is Quite Low



ONLY

**596** Euro

total revenue per seller in a 2018

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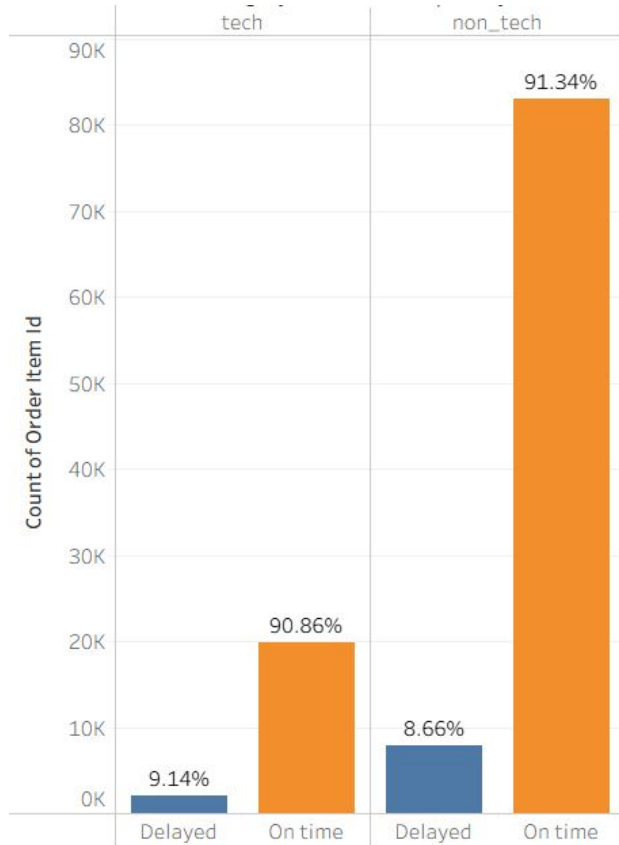
ENIAC average revenue

**1.17 M**

per MONTH



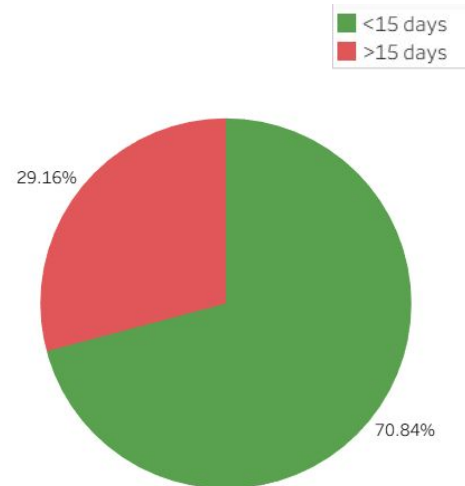
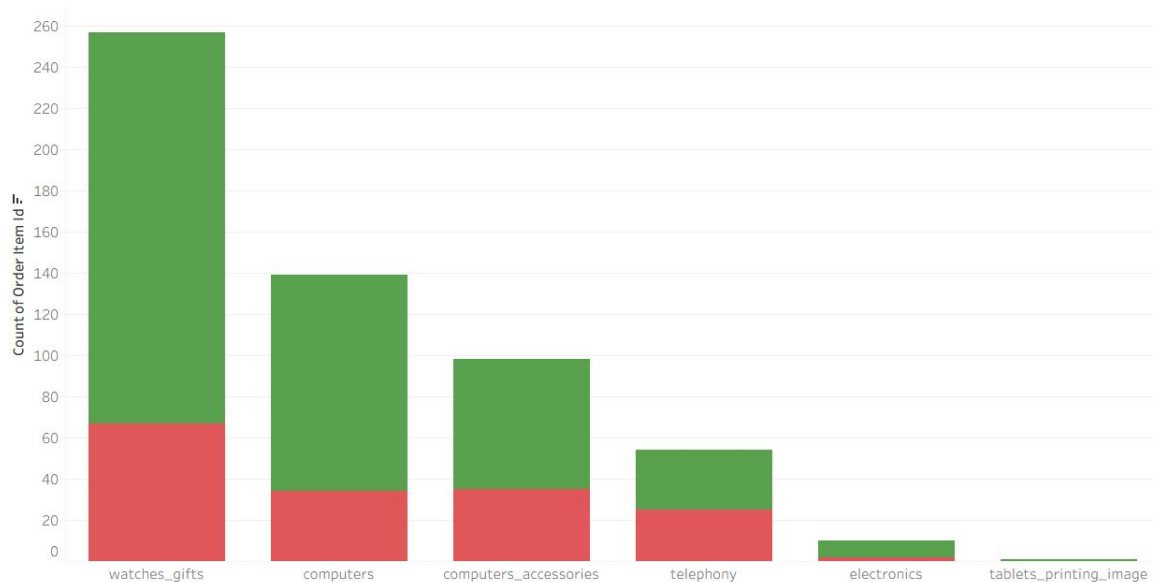
# Higher Rate of Delayed Deliveries in Tech Products



Based on **Magist's estimated delivery time**:

- Probability of late deliveries in tech products > non-tech products
- Almost one in every 10 tech products ordered is delivered late.

# Late Delivery of Expensive Tech Products



Expensive tech products criteria: Price > 700€

- Brazil's average delivery time = 10 to 12 days
- **29%** of the expensive tech products delivered with delivery duration > 15 days

# Conclusion and Recommendation

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## Analysis:

- Declining Tech Sales & Low Revenue Contribution, reflecting weak demand in high-end tech market
- Delivery performance for tech products does not meet ENIAC's expectations or service standards

## Recommendation:

- Magist is not a good partner for expanding ENIAC market
- ENIAC should consider alternative marketplaces with higher demand for high-tech products