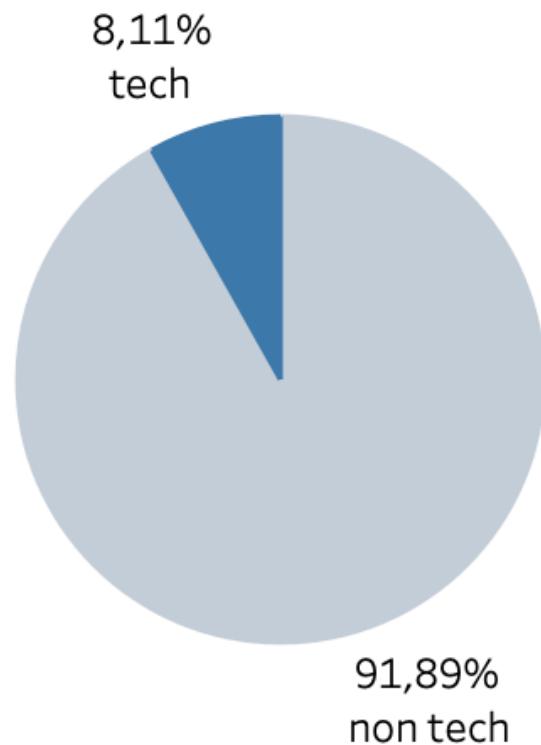


ENIAC's Strategic Question

- Should ENIAC expand into Brazil using Magist as its entry channel?
- Key concerns:
 - product fit (Is Magist a good partner for high-end tech products)
 - delivery time (Are deliveries fast enough)
 - customer expectation (are customers happy)

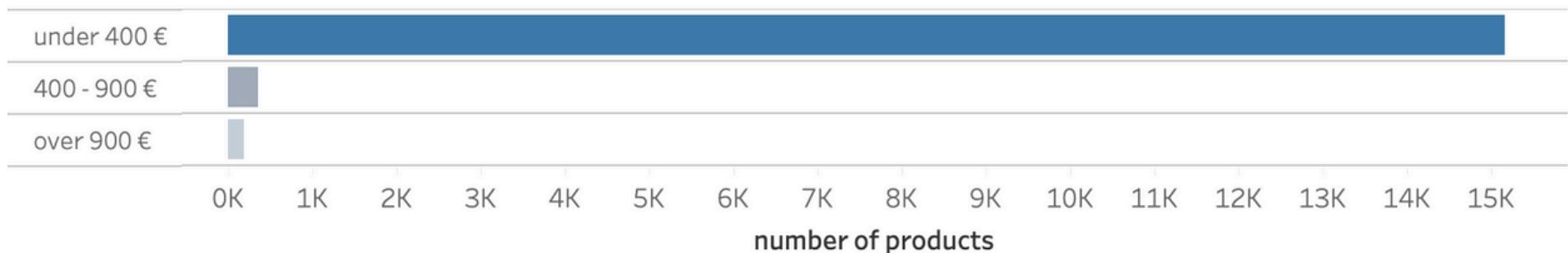
The Brazilian E-Commerce Landscape

- Fast-growing digital market.
- A large customer base with a strong online presence.
- Magist operates across multiple retail categories.
- With tech products about 8 %



Sales of tech products

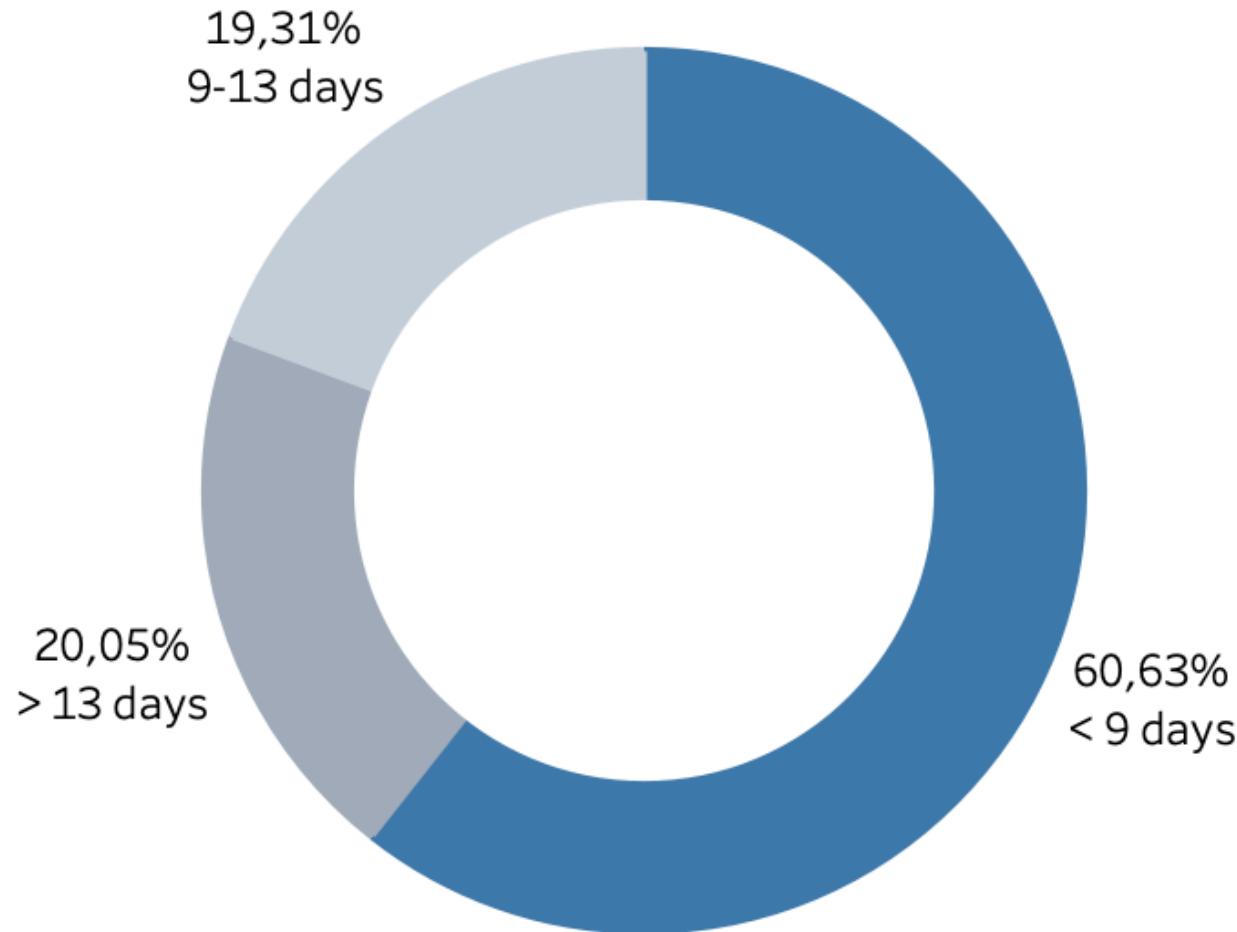
- Tech sales make up about 13 % of all sales
- how do the existing price ranges fit into ENIACs ?



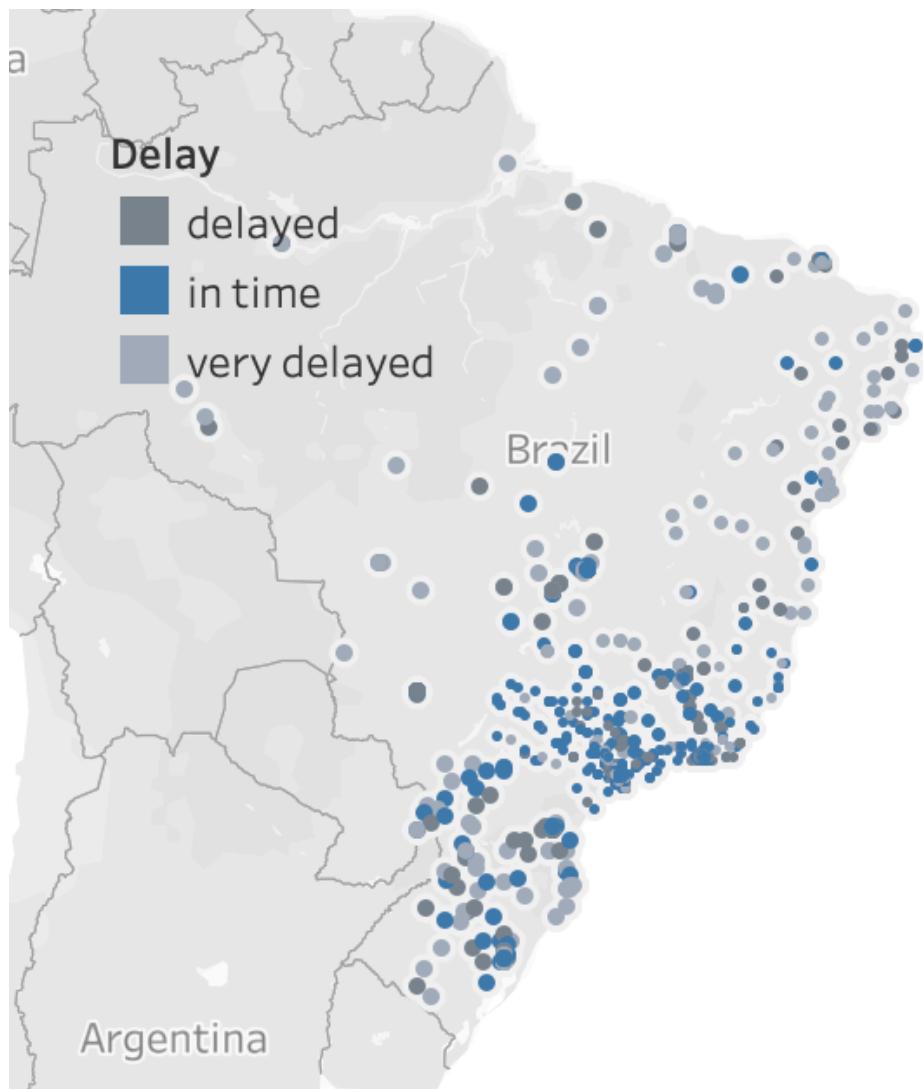
Delivery Performance

- Orders show delays beyond expected timelines, influenced by geographical location and distance.
- High-end Tech buyers are more sensitive to late deliveries.
- Fast delivery is crucial to ENIAC's brand promise.

delivery times

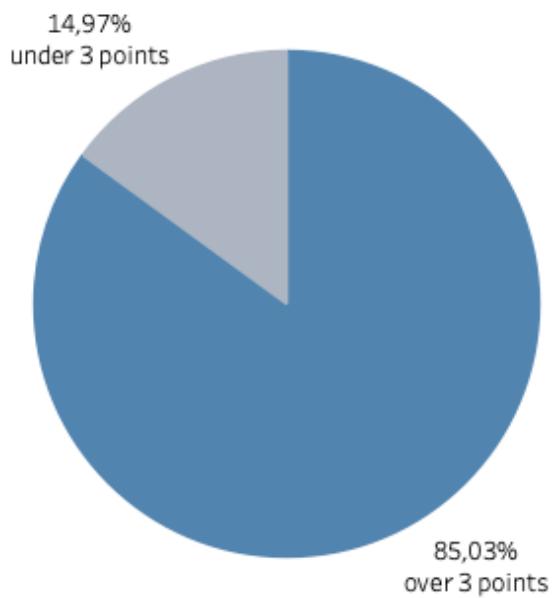


Delay Pattern



Customer satisfaction

- Overall rating of about 4.1 stars.
- 85% of reviews are above 3 stars which signifies strong trust.



Market Assessment

- Brazil is open to quality tech accessories; the category is competitive but promising.
- Magist provides fast entry but logistics reliability varies.
- Delivery delays pose a risk to ENIAC's reputation

Strategy

- Start with mid-range & best-selling accessories.
- Consider offering express delivery.
- Leverage Magist for market entry while scaling independently.

Our Final Recommendation

- Use Magist as a cautious entry point; sign a 1-year contract with the rights to sell independently.
- Focus on selective tech SKUs and delivery excellence
- Differentiate through reliability and customer experience

Thank You