

Entering Brazil

A Data-Driven Compatibility Check

ENIAC & Magist

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Magist – a good partner for ENIAC?

PRODUCT FIT RISKS

- **Premium High-Tech Products** : Magist's infrastructure is optimized for small to medium businesses, but it's unclear if it can adequately handle high-value, high-tech items.
- **Brand Perception** : Any delays or service issues could harm ENIAC's reputation for premium quality.

LOGISTICS CONCERNS

- **Delivery Speeds** : Magist's reliance on the public post office raises questions about whether delivery times will meet ENIAC's high standards.
- **Urban vs Rural Challenges** : Brazil's vast geography and infrastructure disparities may lead to delays or inconsistencies in service.

STRATEGIC DEPENDENCIES

- **Reliance on Magist** : A 3-year contract could limit ENIAC's flexibility to pivot or establish its own supply chain if Magist underperforms.
- **Long-Term Scalability** : As ENIAC grows, costs and logistics may become harder to control under Magist's system.



Brazil presents a massive opportunity
— but we must move fast and make the right choices to
succeed!

? Main Questions

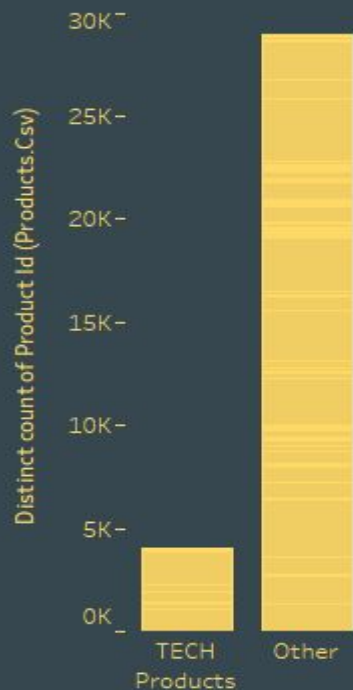
- ? Is Magist a good fit for shipping high-quality and high-end tech products?
- ? Are orders delivered on time?
- ? Are the customers happy with the service of Magist?



PRODUCT FIT

Magist's product portfolio - tech product share?

Products and Categories



Magist offers a broad range of products, including a selection of technology items.

Yet its primary focus does not lie in the specialized domain of tech sales.

Only a modest **20%** of its total offerings fall under the category of high-quality tech products, underscoring its broader product scope.

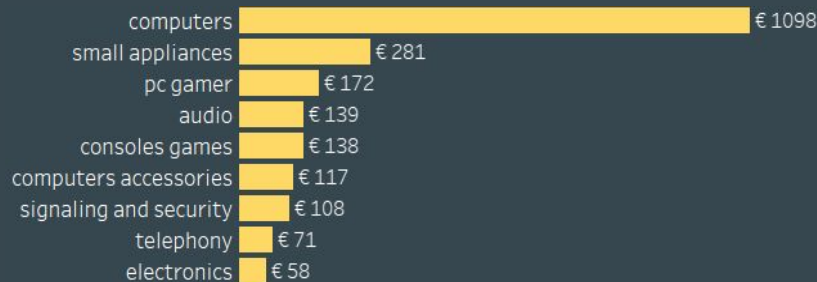
Magist sells **74** different product categories

Among only **9** to be identified as relevant high-quality tech products.

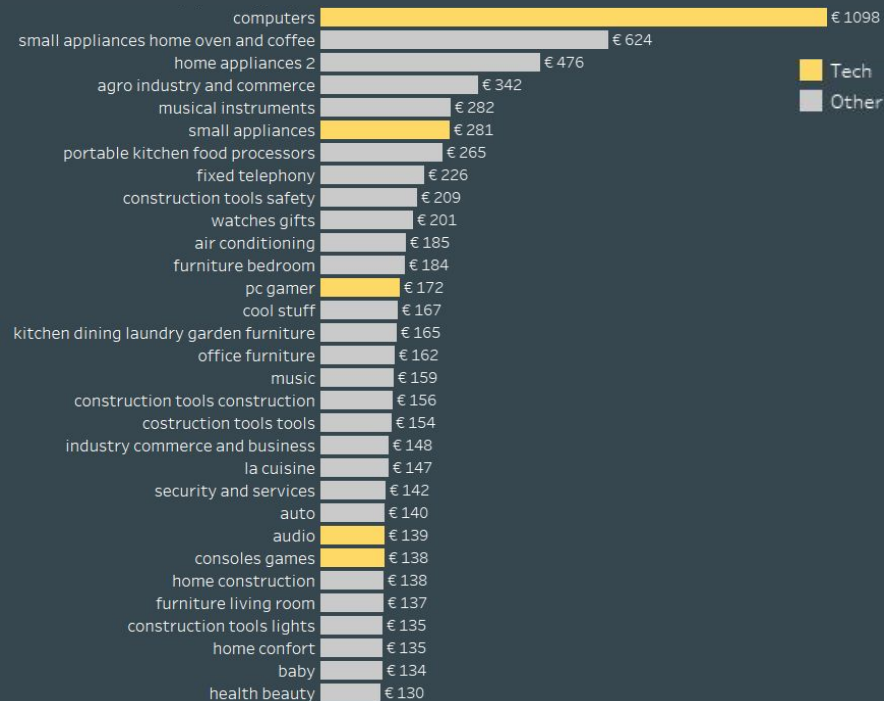
Pricing Overview: Magist's Tech Products

Average price of tech and other products of Magist

Average price of tech products of Magist



⚡ Magist focuses on more affordable tech products of various brands, while ENIAC's portfolio is geared towards high-quality Apple devices and accessories.



ENIAC vs. Magist – Tech Product Fit

ENIAC

€ 540 average price
per item



Magist

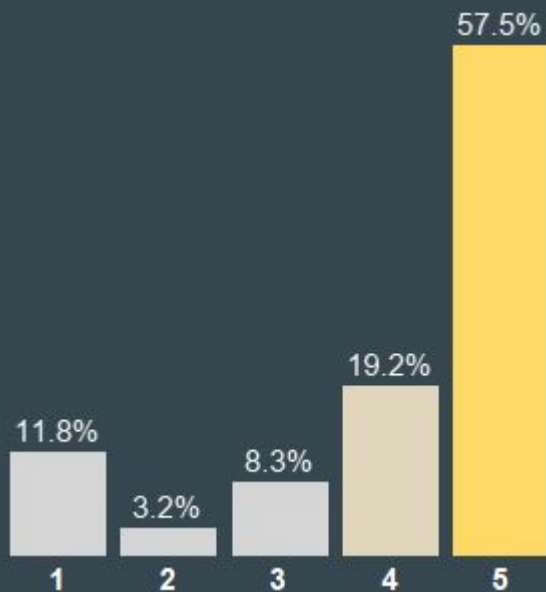
€ 115 average price
per item of tech
products

⚡ The average price of Magist's tech products lies 20% below ENIAC's average price per item. Assuming Magist is focussing on mass-market affordability rather than premium offerings.

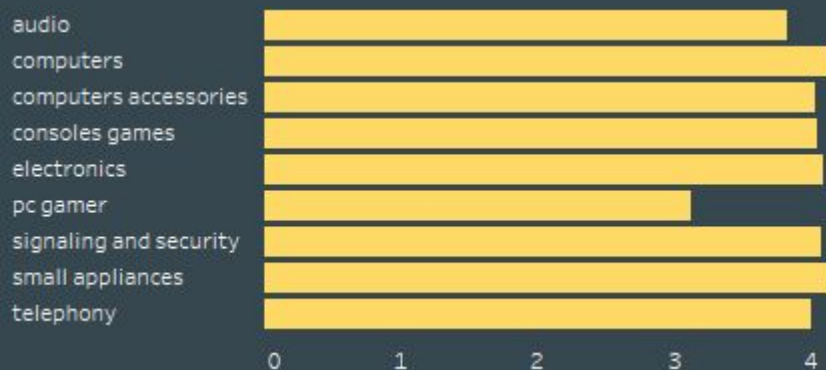
QUALITY FIT

Customer Satisfaction: Challenges and Insights

Review Score for Magist's tech products

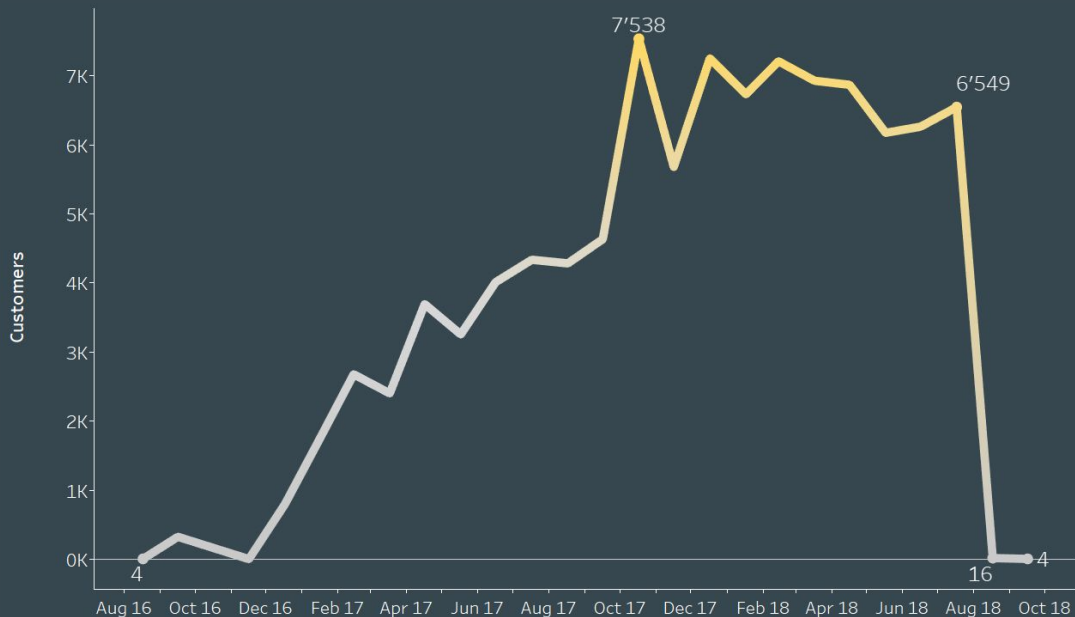


Average Review Score for Magist's tech products



- Customer satisfaction is unstable
- Complains in the PC Gamer category
- The average level of client satisfaction is insufficient for premium products

Magist's User Growth stagnated from Dez 2017



Declining Growth Trend : A noticeable decline in customer acquisition raises concerns about the sustainability of the company's growth strategy.

Impact on Potential Partnership : The recent downturn in growth could indicate underlying challenges that may affect service delivery and overall market performance.

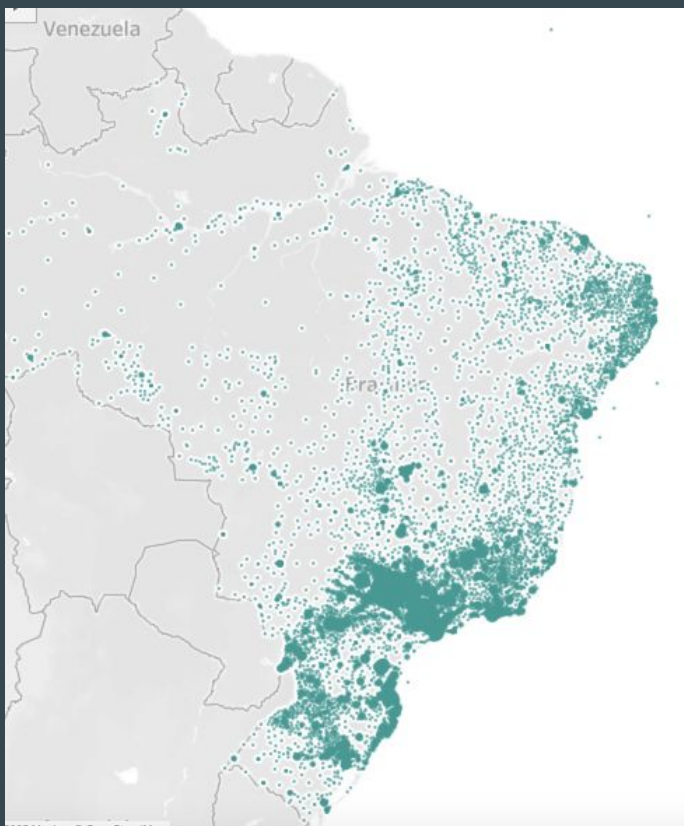
LOGISTICS FIT

97%

of all Magist's shipments could be delivered successfully

But over **10%**

of all Magist's shipments could **not** be delivered on time



Magist works together with
3095 different sellers and has
solid experience with operating
foremost in the west of Brazil

But only **20%**

of Magist's sellers are specialized in shipping high quality tech products

CONCLUSION

ENIAC



Magist

Don't partner with Magist

Risk Assessment

Magist has strong capabilities in serving small and medium-sized businesses in Brazil but is **not a suitable partner for ENIAC's high-end tech products.**

Key Takeaway

The **risk of customer dissatisfaction and brand damage** due to delays and product quality inconsistencies is too high for ENIAC.

Recommendation

Consider and assess other logistics and service partners that align better with ENIAC's needs in the Brazilian market.

- [INTELIPOST](#)
- [NOVATRADE BRAZIL](#)

If there are any questions left, please get in touch



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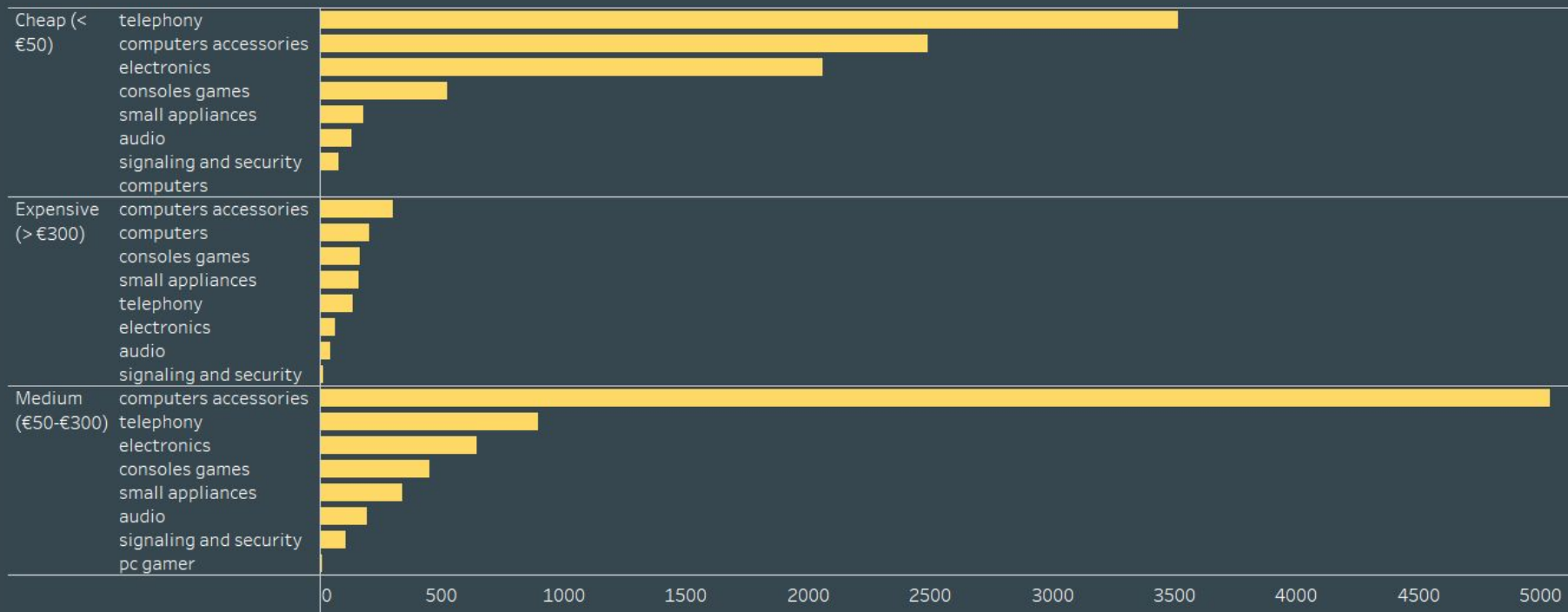


**THANK
YOU**

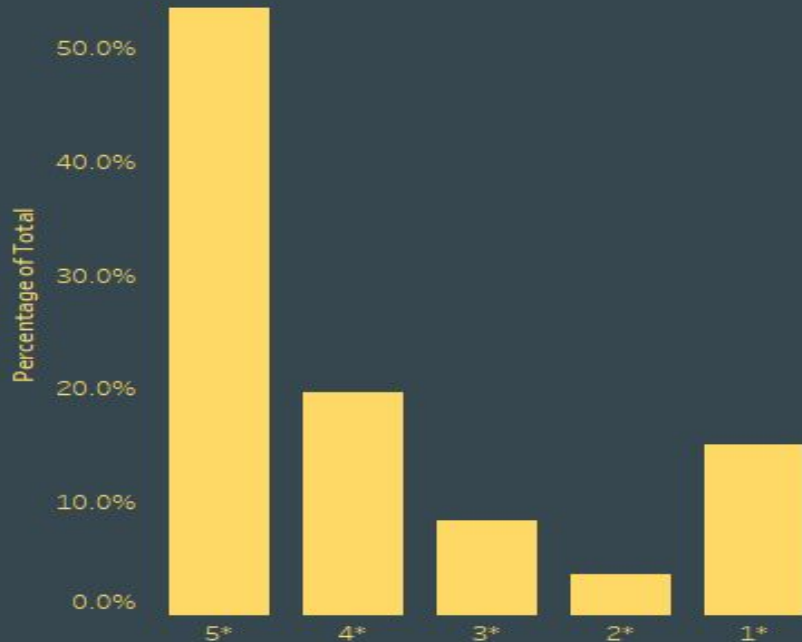
APPENDIX



Limited Presence of Premium Products in Price Range



Customer Satisfaction Rates - Entire range of products



The consistency of high level of customer satisfaction with Magist's service across all product categories highlights the supplier's strong reputation and esteemed standing within Brazil.

The graph clearly illustrates Magist's efficiency as a service provider, highlighting that a convincing amount of goods were delivered successfully.

Order Status

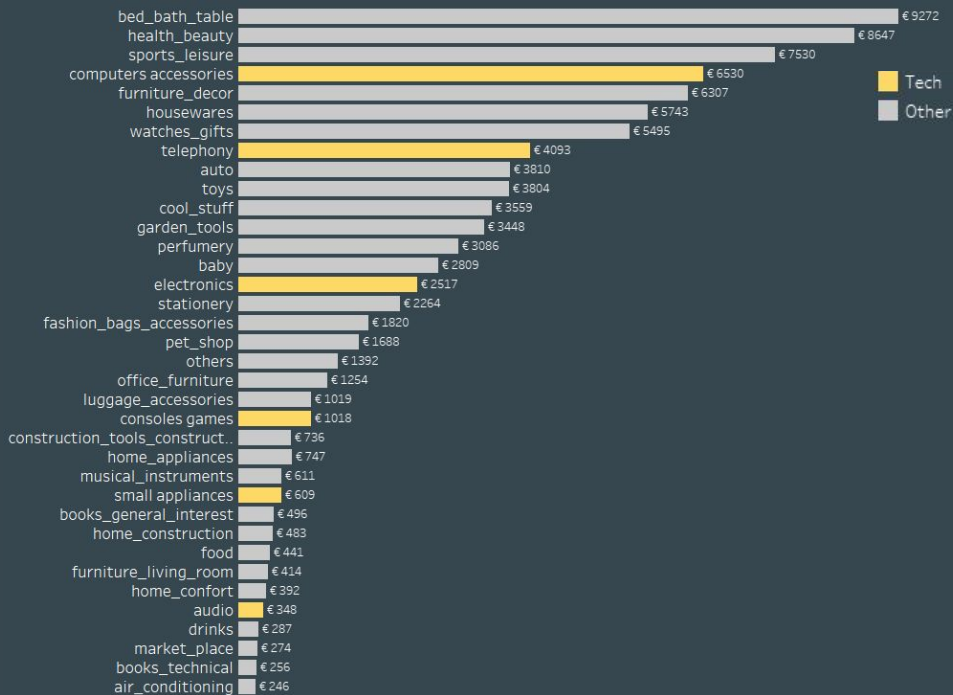


Total Amount of successfully delivered Tech Products



Order Fulfillment by Product Category

Delivered Orders by Category



Delivered Orders of Tech Products

