

Entering Brazil

– Compatibility check –

ENIAC & Magist



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Brazil is a massive opportunity

**— but we must move fast and make the right choices to
succeed!**

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.

? 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?



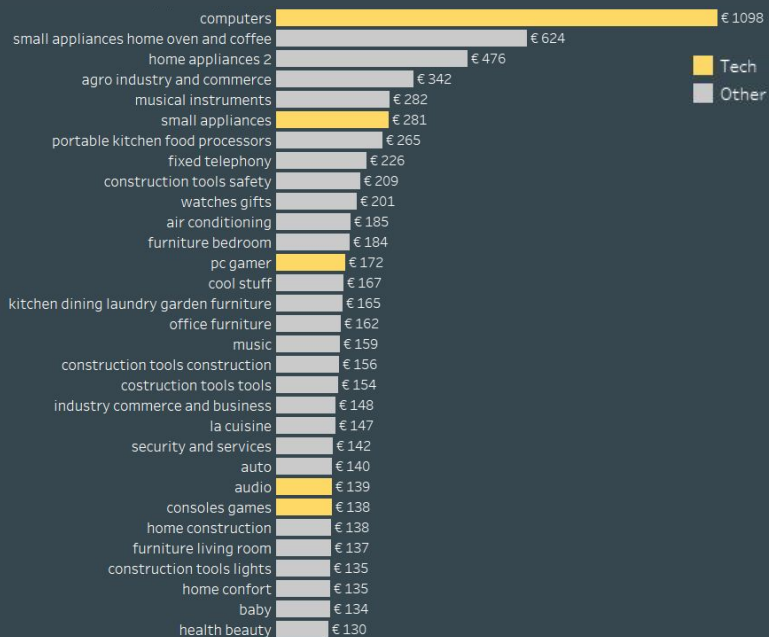
PRODUCT FIT

Magist sells **74** different product categories

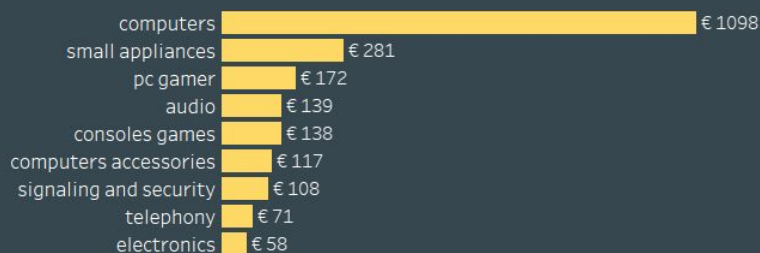
Among only **9** to be identified as relevant high quality
tech products*

Pricing Overview: Magist's Tech Products

Average price of tech and other products of Magist



Average price of tech products of Magist



The average price of tech categories being **below €300** suggests a focus on **mass-market affordability** rather than premium offerings.

Magist vs. Eniac's – Premium Product Focus

Eniac

€ 540 average price
per item



Magist

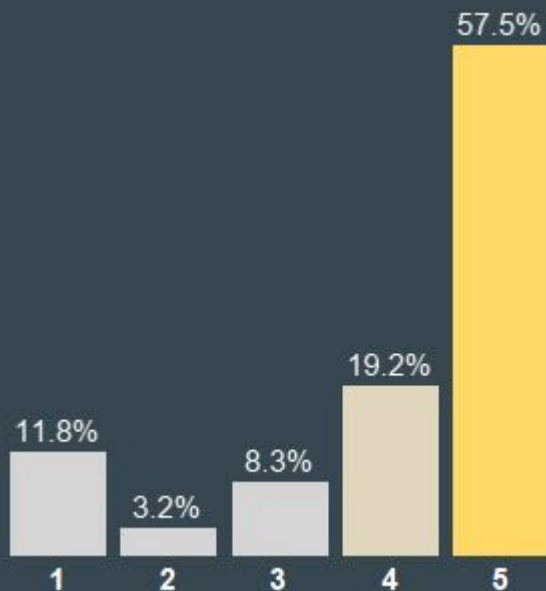
€ 115 average price
per item of tech
products

Magist is better suited to smaller, more affordable tech products, whereas Eniac's brand is built around premium Apple-related accessories.

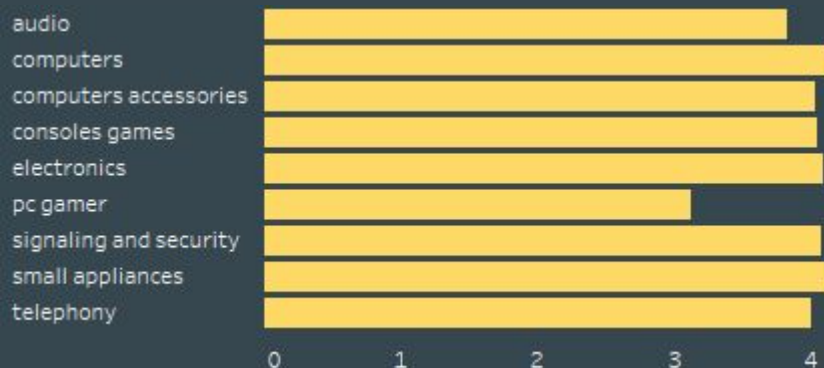
QUALITY FIT

Customer Satisfaction Challenges and Insights

Review Score for tech products

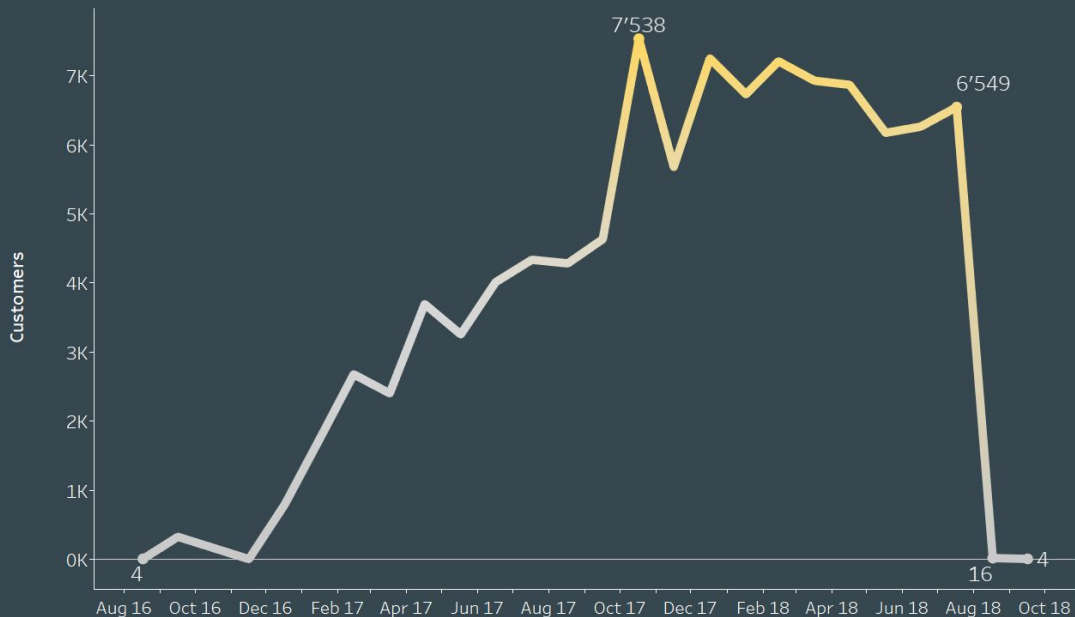


Average Review Score for tech products



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

Magist User Growth Decline from Aug 2018



Declining Growth Trend : A noticeable decline in customer acquisition from August 2018 raises concerns about the sustainability of the company's growth strategy.

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

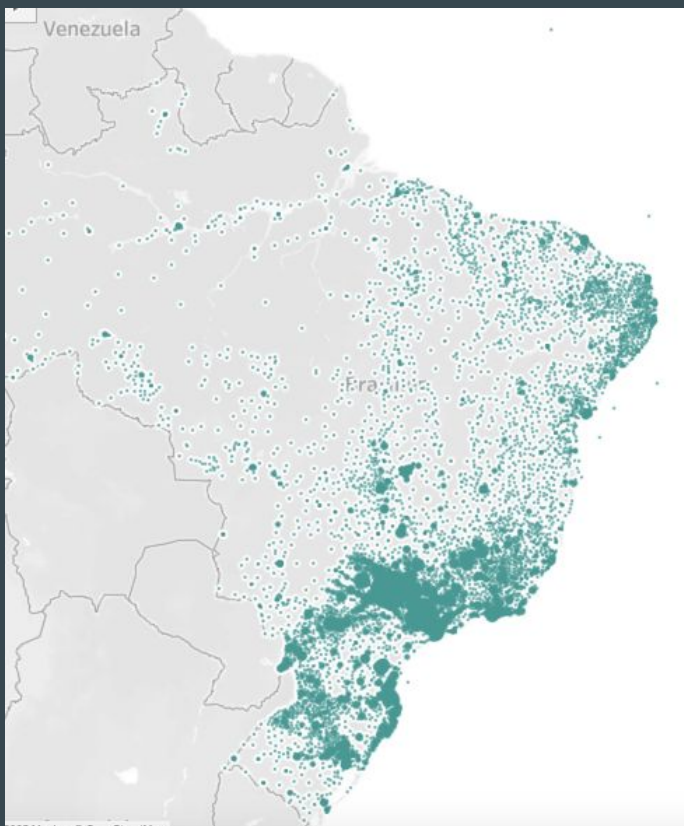
LOGISTICS FIT

97%

of all shipments could be delivered successfully

But over **10%**

of all shipments **cannot** 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 proceed 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 due to delays and product quality mismatches is too high for Eniac to proceed with Magist.

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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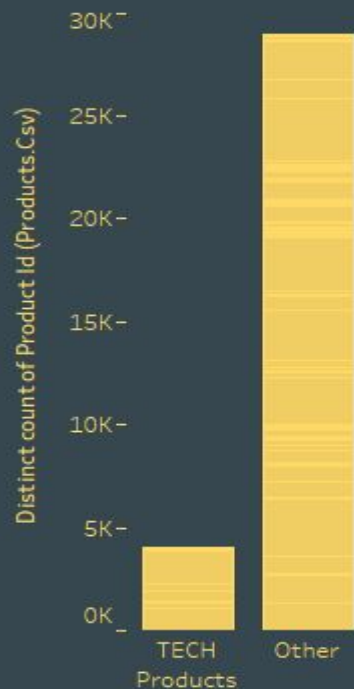


**THANK
YOU**

APPENDIX

Magist & Premium Tech

Products and Categories



Magist offers a range of products, including a selection of technology items, yet its primary focus does not lie in the specialized domain of tech sales. While the company provides tech products that could be of value, it is not positioned as a dedicated technology retailer. In fact, only a modest 20% of its total offerings fall under the category of tech, underscoring its broader product scope.

Total amount. Tech Products

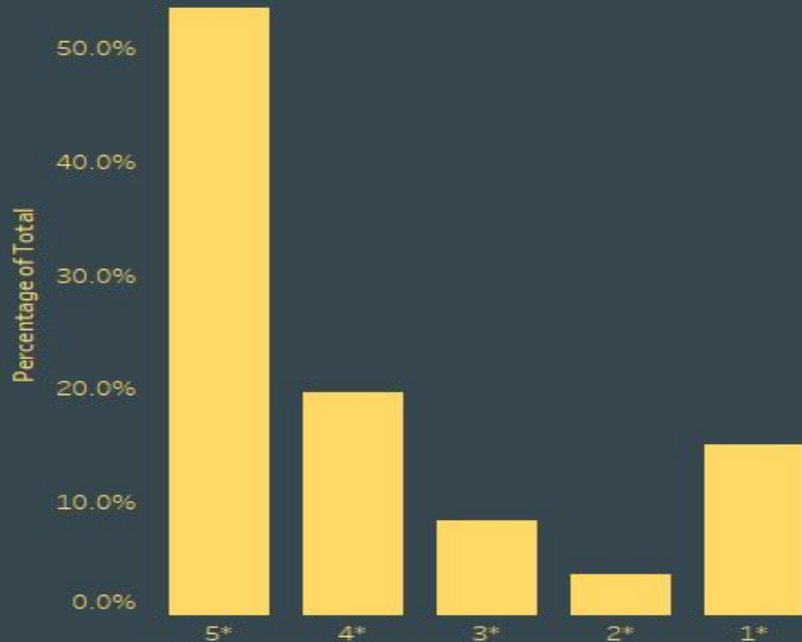


The graph clearly illustrates Magist's efficiency as a service provider, highlighting that all goods were delivered successfully.

Order Status



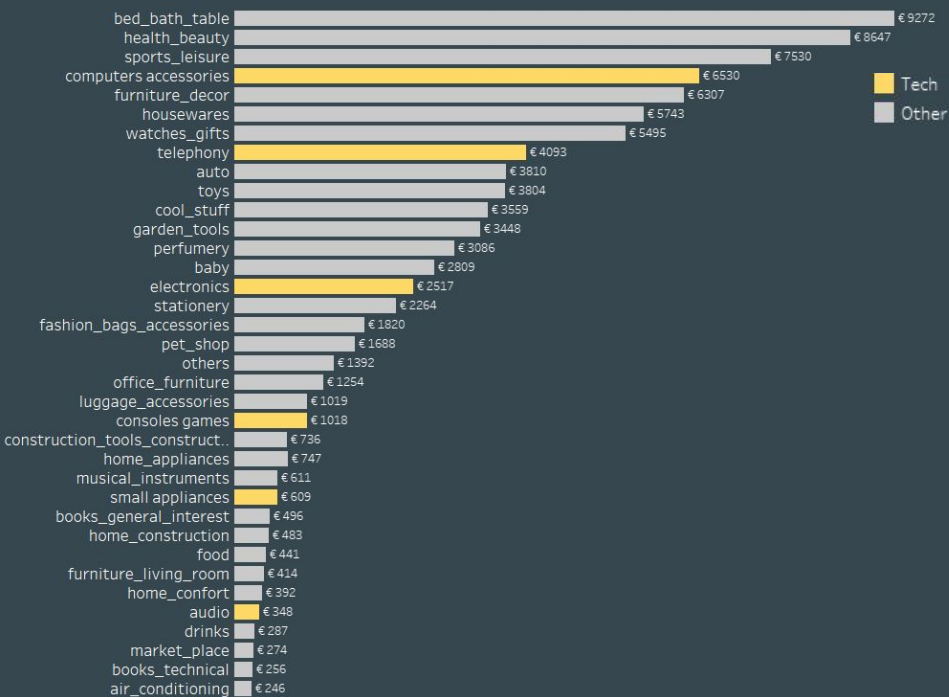
Client contentment. Entire range of products



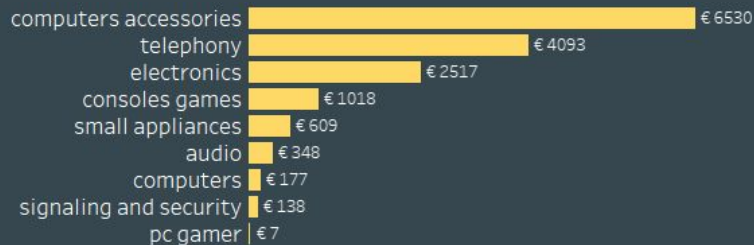
The consistency high level of customer satisfaction with Magista's service across all product categories highlights the supplier's strong reputation and esteemed standing within the region

Order Fulfillment by Product Category

Delivered Orders by Category



Delivered Orders of Tech Products



⚠ Limited Presence of Premium Products in Price Range

