



Strategic recommendation

ENIAC and MAGIST

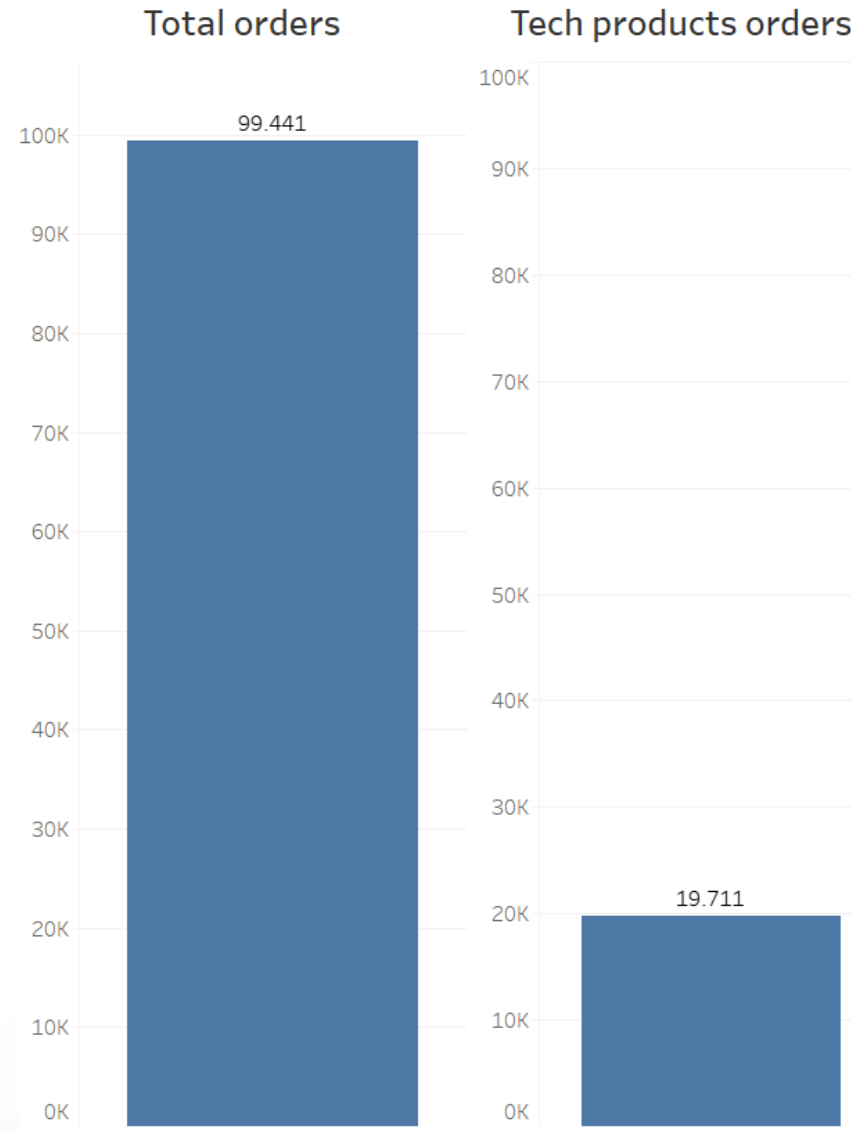
Goals

- Expand our business to Brazil until 2023
- Shortterm goal: find a local partner in Brazil to support our business expansion
- Midterm goal: take over the Brazilian market

Should we invest in *MAGIST*?

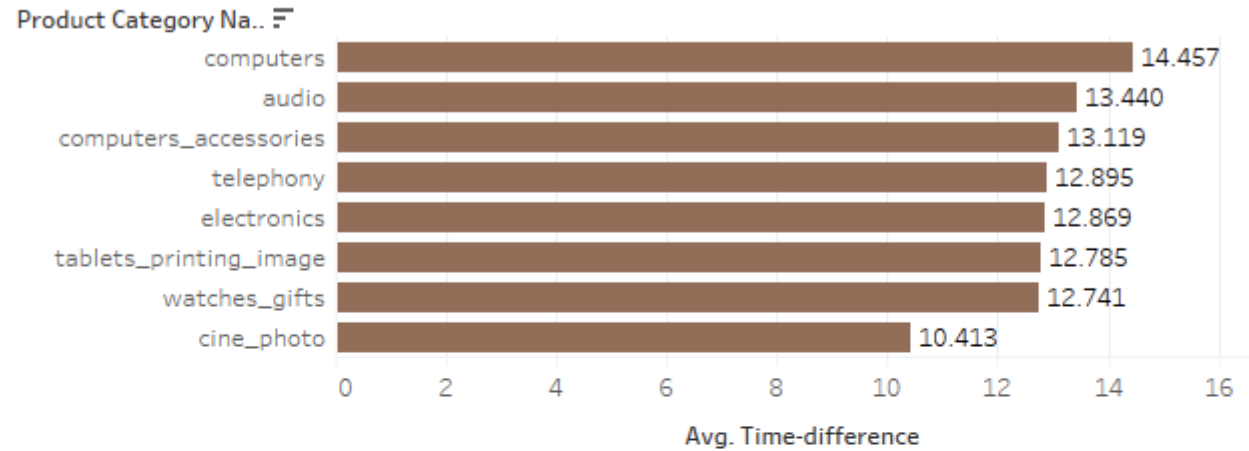
1. **Is MAGIST a good fit for high-end tech products?**
2. **Are orders at MAGIST being delivered on time?**

Is MAGIST a good fit for high-end tech products?

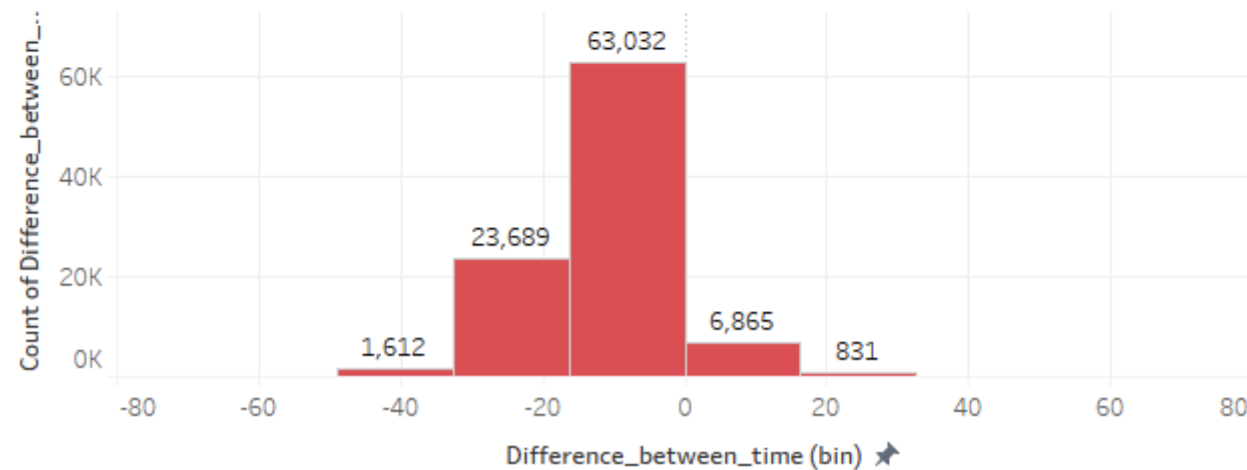


Are orders at MAGIST being delivered on time?

Average Delivery Time



Delivery Time difference



Final conclusion

- Average monthly income of tech-product sellers on MAGIST is 30% higher than the average monthly income of all sellers
- MAGIST has great experience in delivering products all over Brazil due to a wide network
- MAGIST's customers are highly satisfied with their performance (avg of 4.08 out of 5 stars)
- ENIAC products will fit perfectly into the MAGIST catalogue
- **ENIAC should invest in MAGIST**