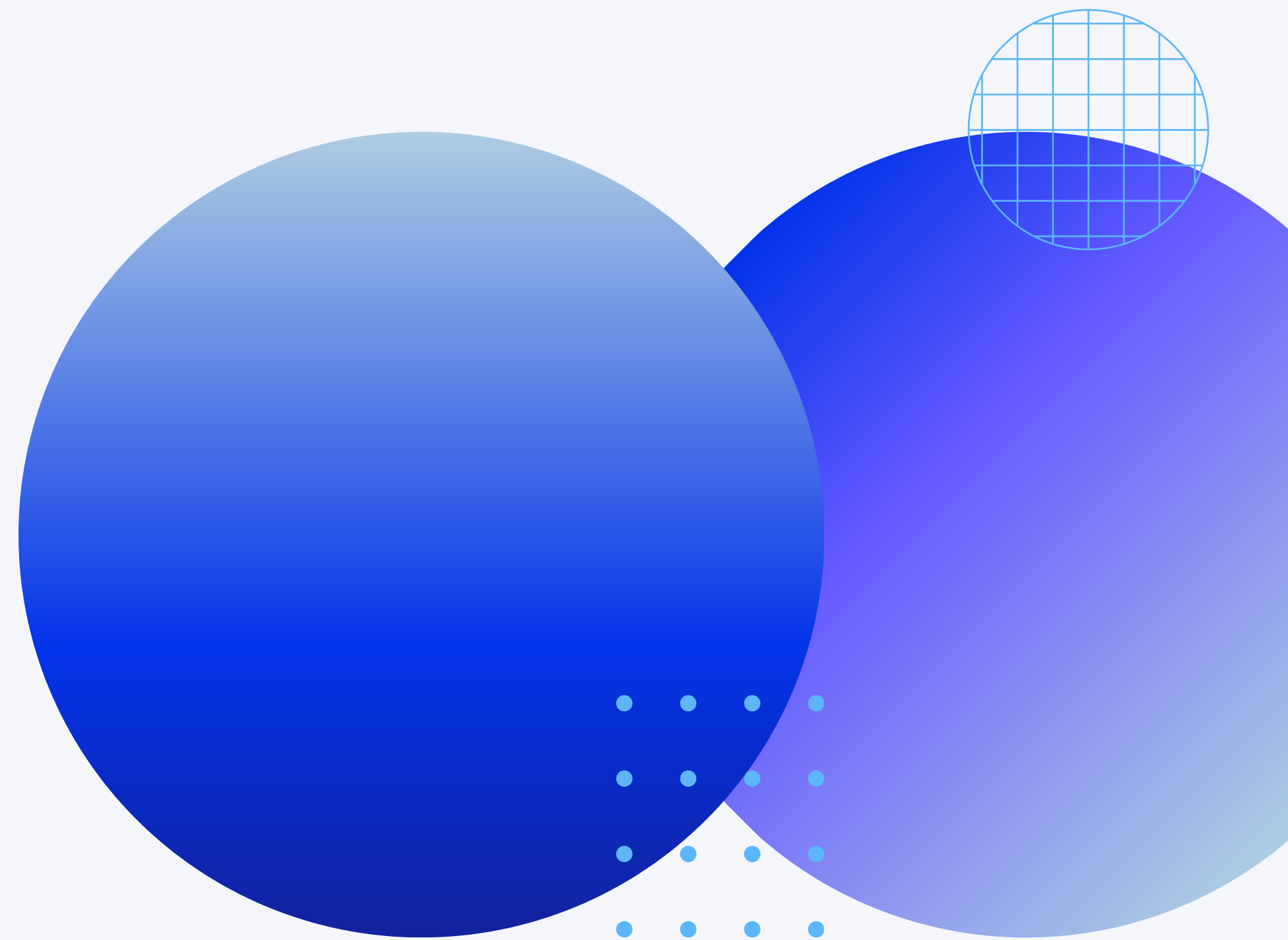


Brazil Project

WHY MAGIST **CANNOT** DELIVER WHAT WE NEED



BIG PICTURE: CAN MAGIST MEET OUR NEEDS?



find a good fit



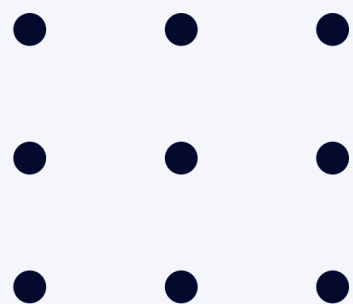
brand image



reliable and fast
delivery

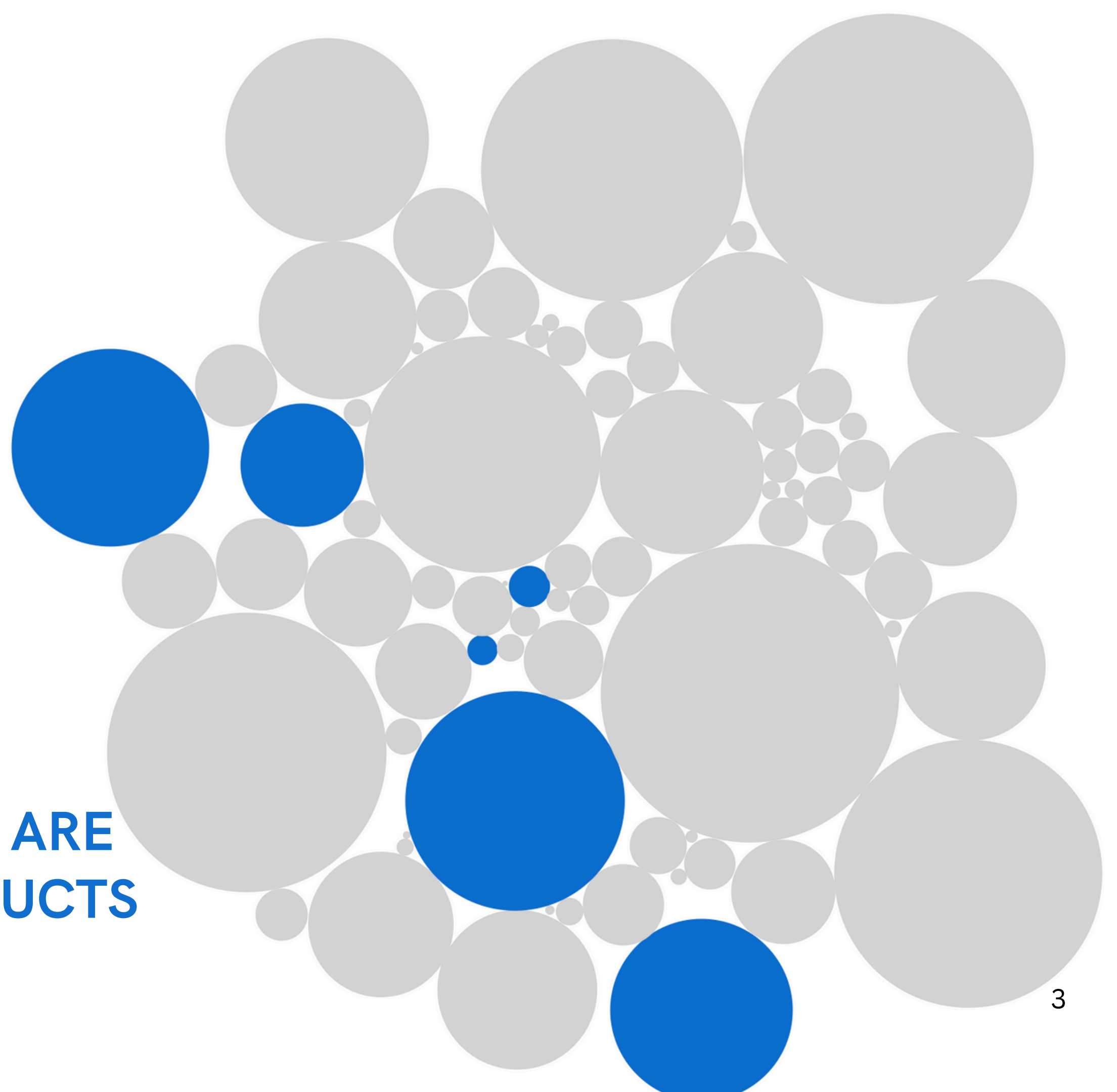


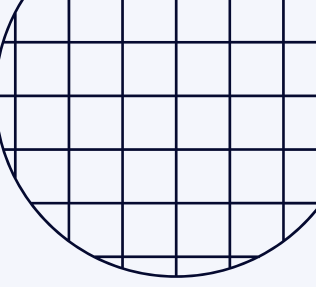
customer satisfaction



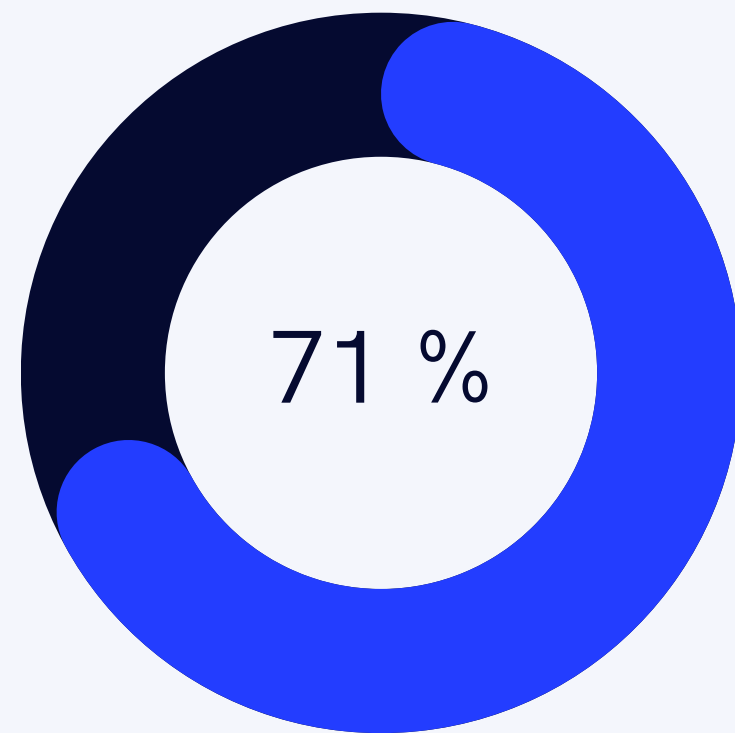
MAGIST'S WIDE
RANGE OF
PRODUCTS

ONLY 14 % ARE
TECH PRODUCTS

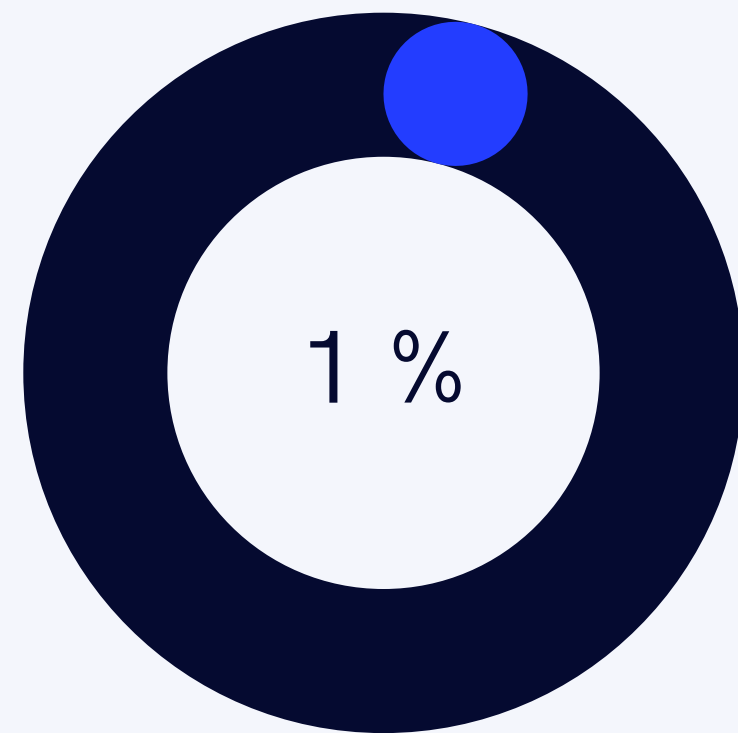




MAGIST IS NOT SPECIALISED ON **HIGH-END** TECH PRODUCTS



< 100 €



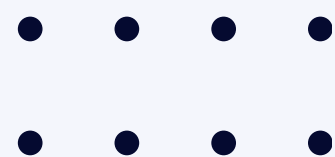
> 1000 €

AVERAGE TECH
ITEM PRICE

132, 50 €

OUR AVERAGE
ITEM PRICE

540 €



92%

OF MAGIST'S DELIVERIES ARE
DELAYED



DO NOT PARTNER WITH MAGIST

WHAT THEY OFFER

- 1 Product catalogue too wide
- 2 Delivery unreliable and slow

WHAT WE NEED

- 1 Specialised services
- 2 Prioritise brand image
- 3 Consider current market

NEXT STEPS



search for a better fit
or renegotiate



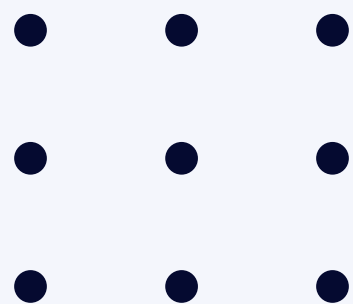
ensure specialised and
reliable partner



focus on customer
satisfaction



maintain good
brand image



The End

THANK YOU

DO YOU HAVE ANY QUESTIONS?

