

Brazil Project

WHY MAGIST **CANNOT** DELIVER WHAT WE NEED



BIG PICTURE: CAN MAGIST MEET OUR NEEDS?



find a good fit



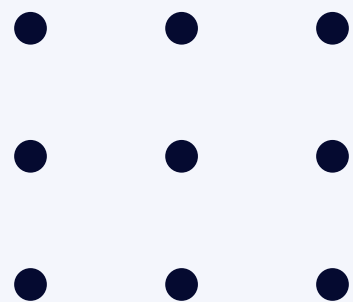
brand image



reliable and fast
delivery

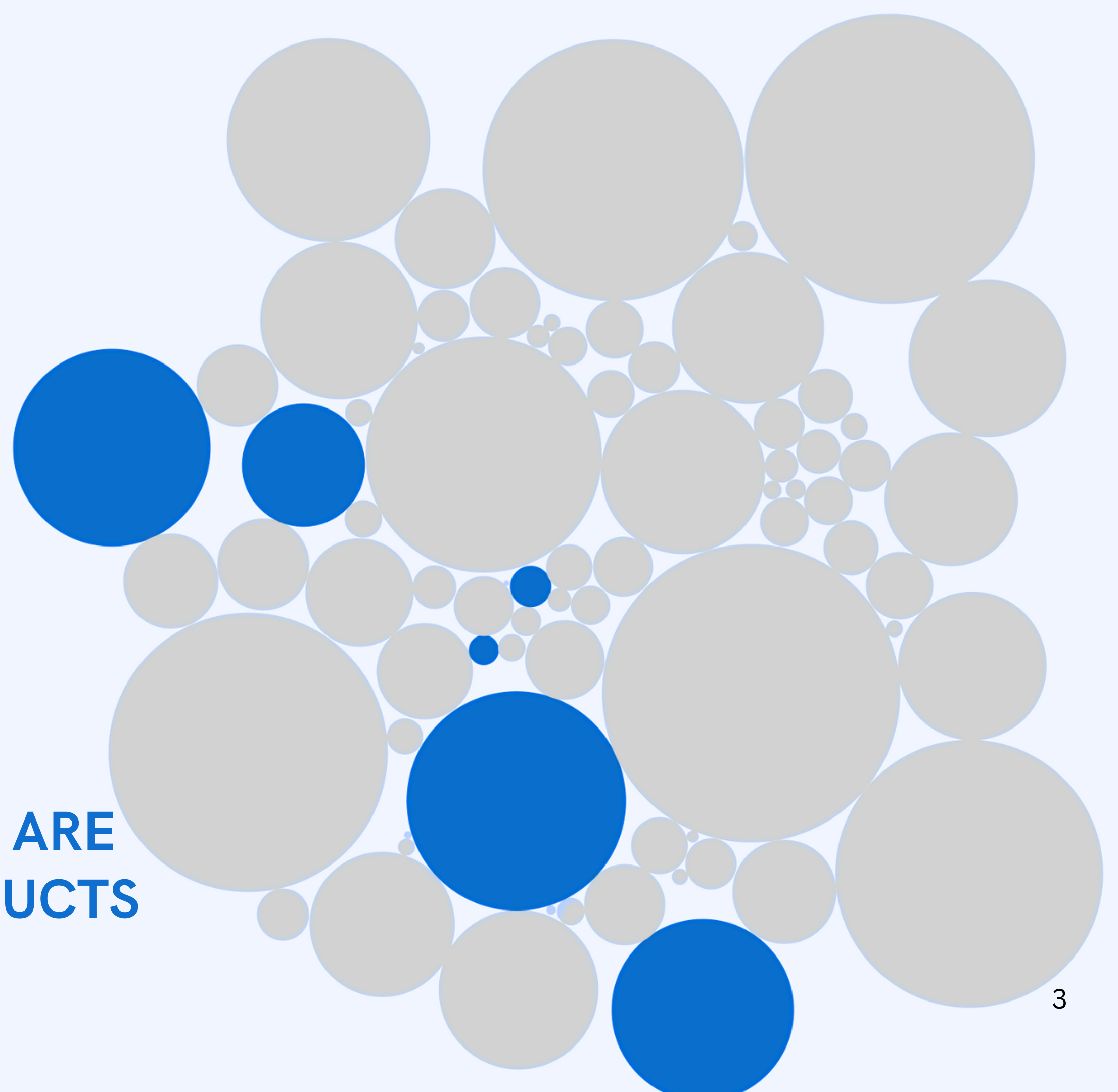


customer satisfaction

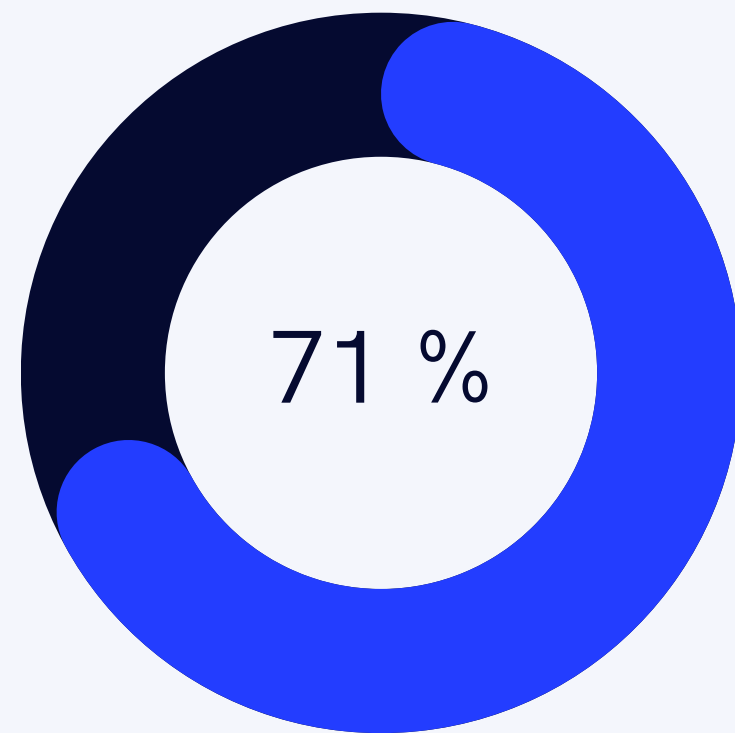
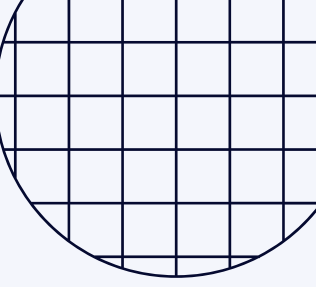


MAGIST'S WIDE
RANGE OF
PRODUCTS

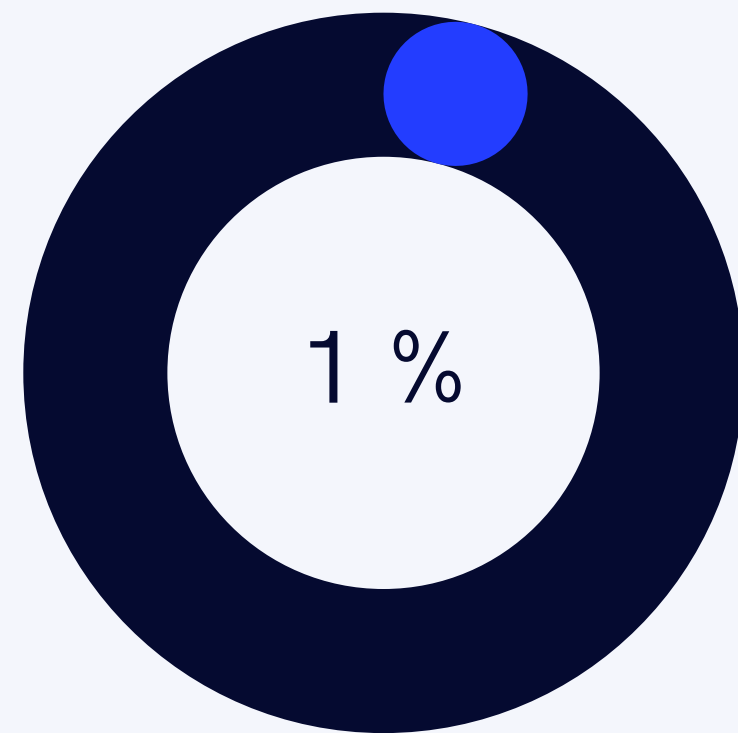
ONLY 14 % ARE
TECH PRODUCTS



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



< 100 €



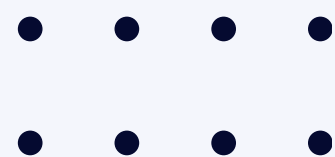
> 1000 €

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



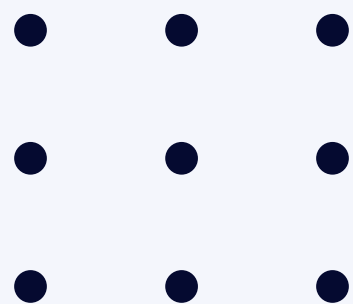
ensure specialised and
reliable partner



focus on customer
satisfaction



maintain good
brand image



The End

THANK YOU

DO YOU HAVE ANY QUESTIONS?



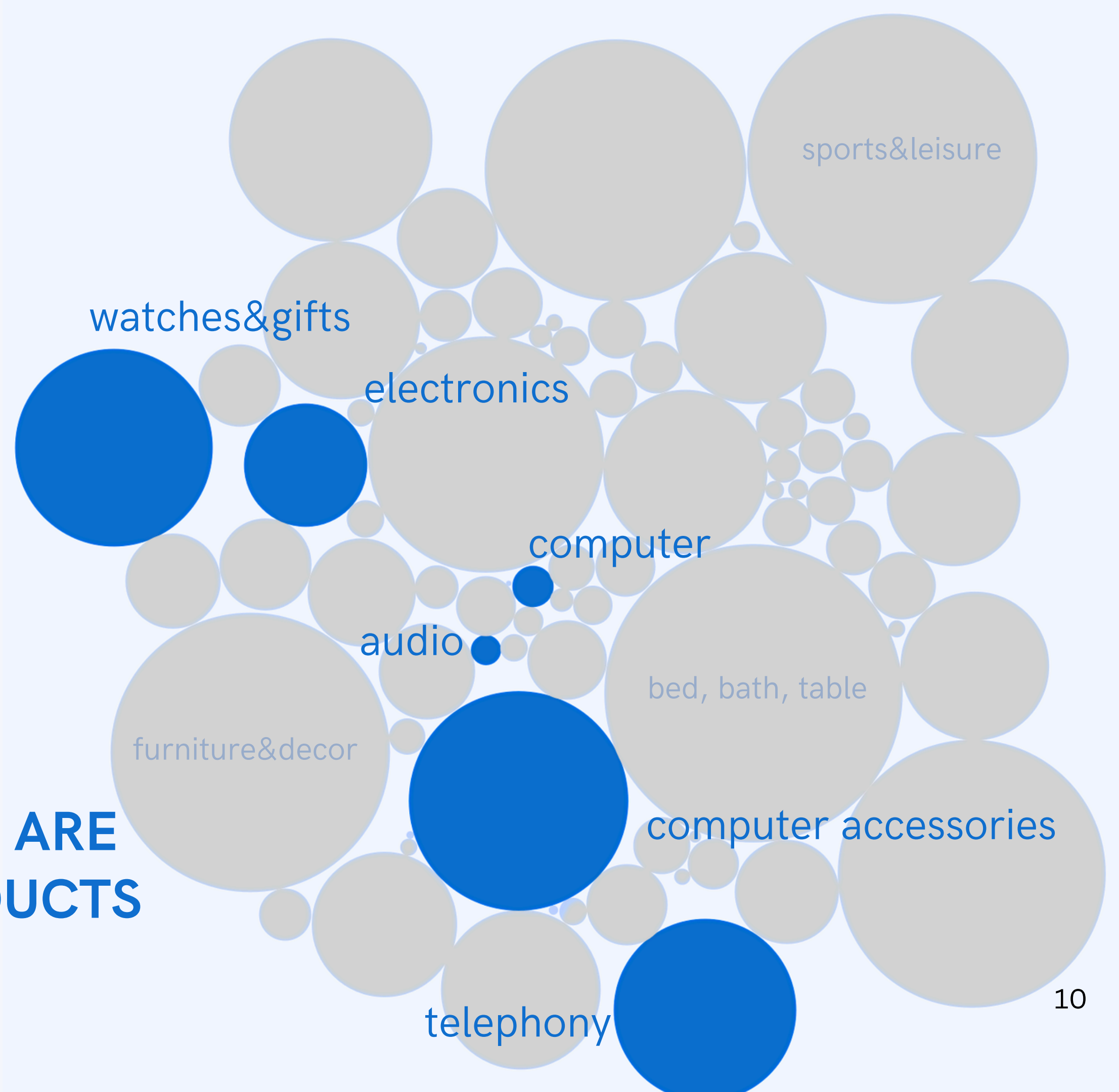
APPENDIX

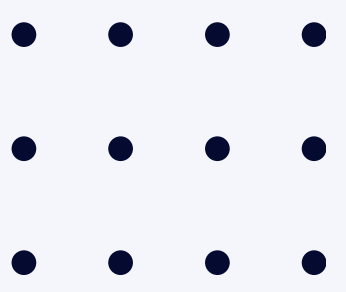
ADDITIONAL CHARTS



MAGIST'S WIDE RANGE OF PRODUCTS

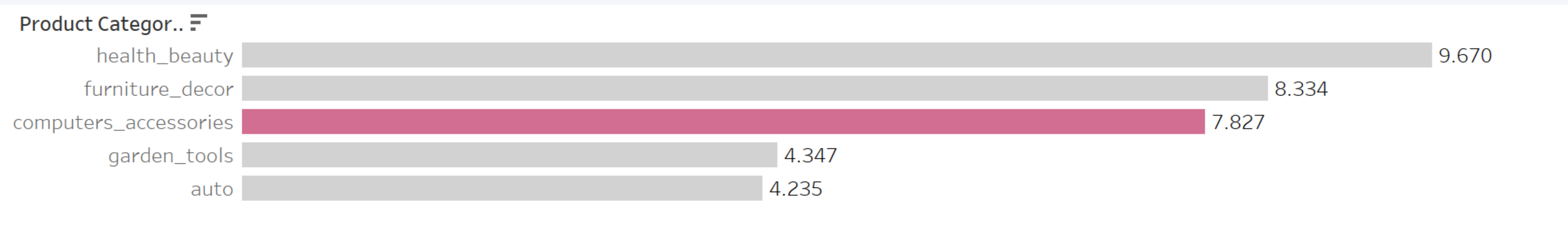
**ONLY 14 % ARE
TECH PRODUCTS**





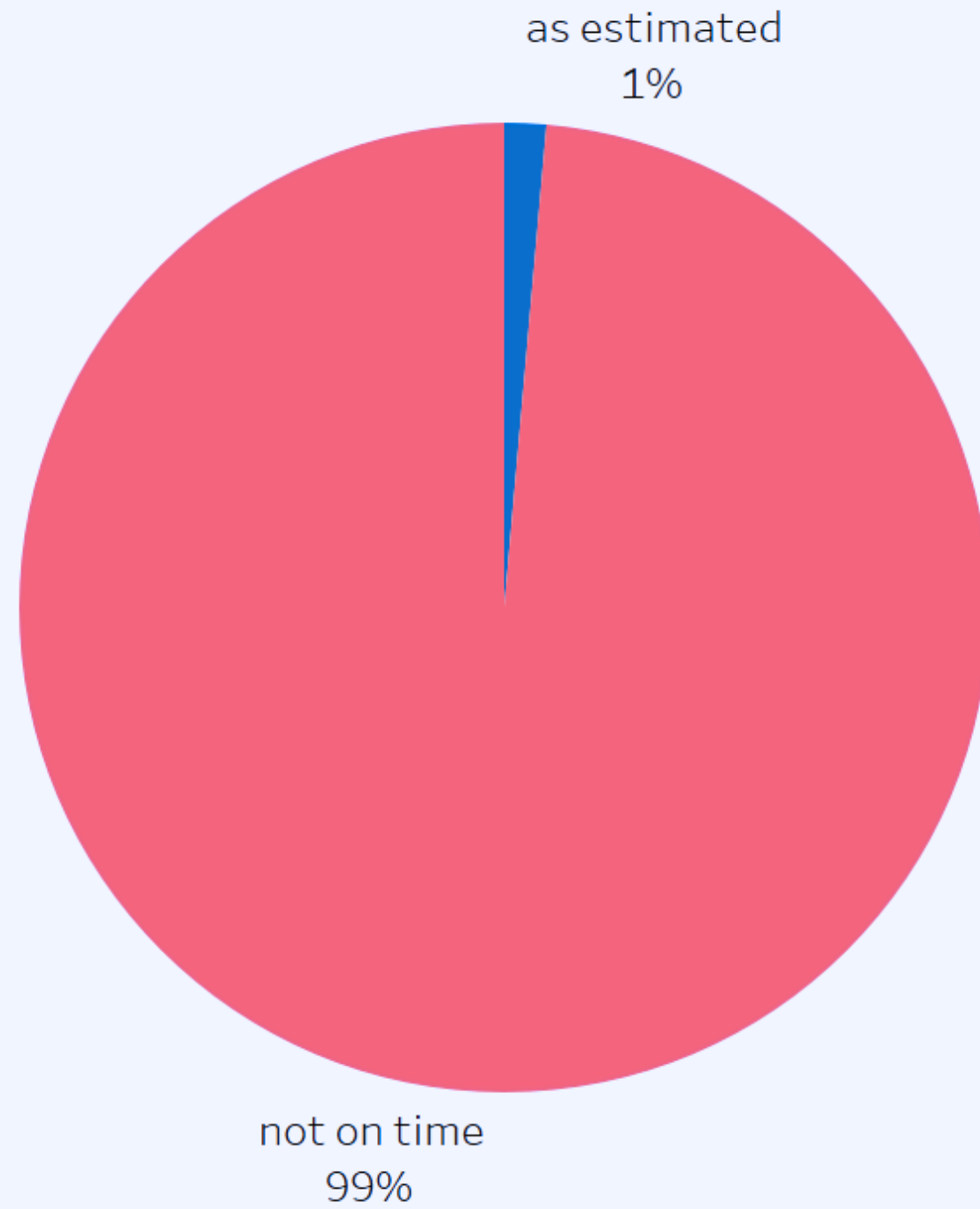
MAGIST HAS A WIDE RANGE OF PRODUCTS

only one relevant category among top 5

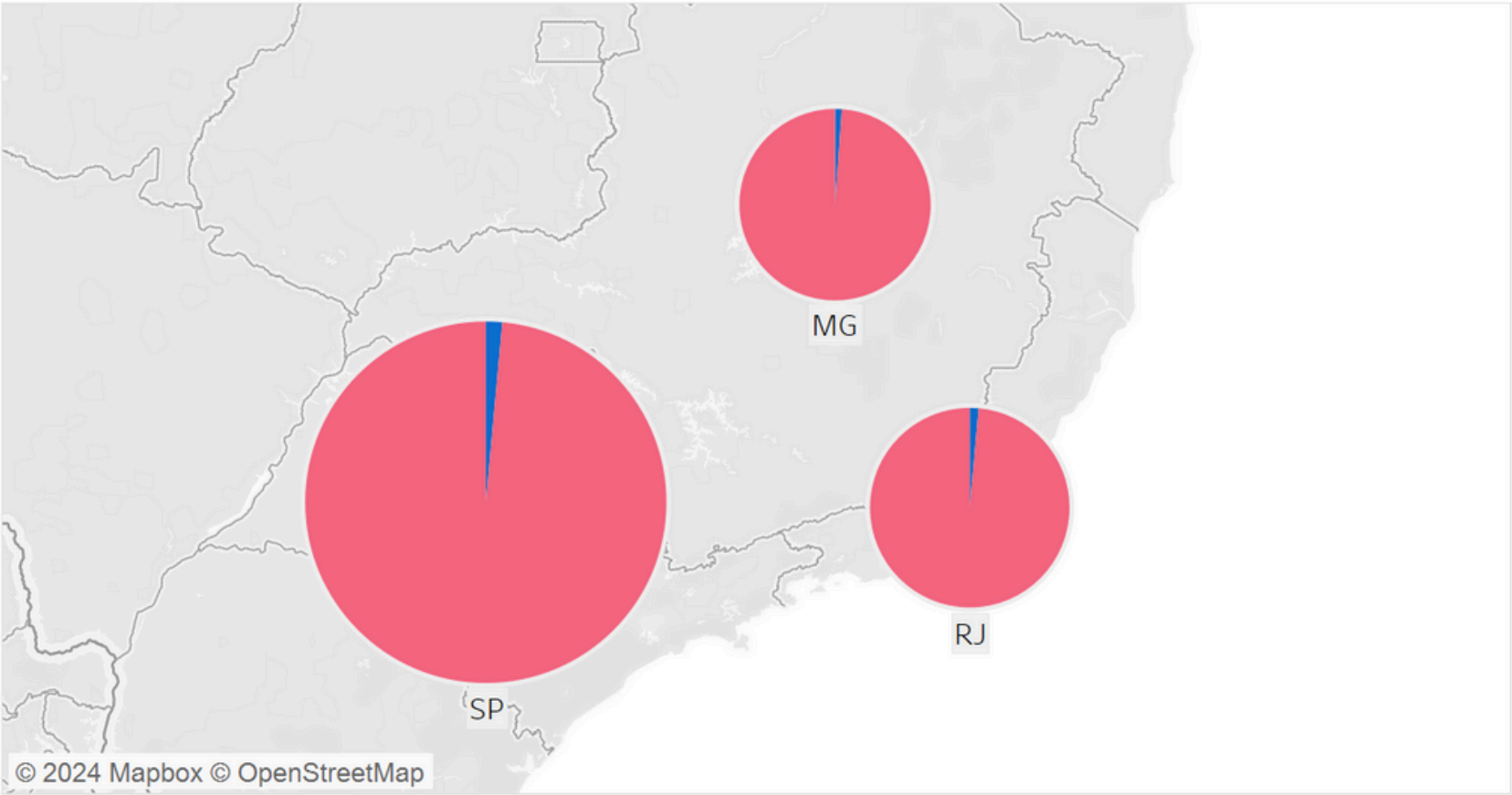


92%

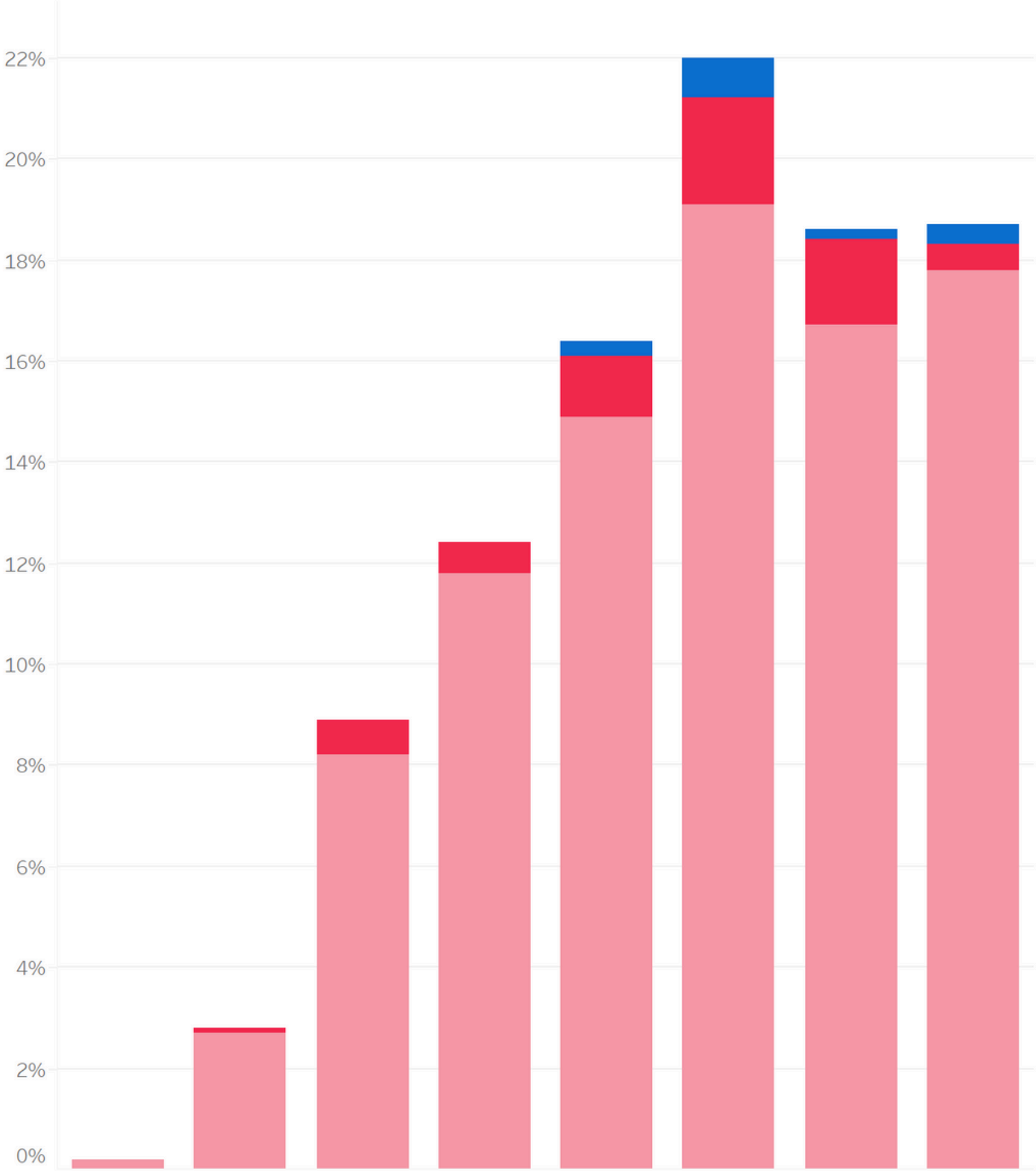
OF MAGIST'S DELIVERIES ARE
DELAYED



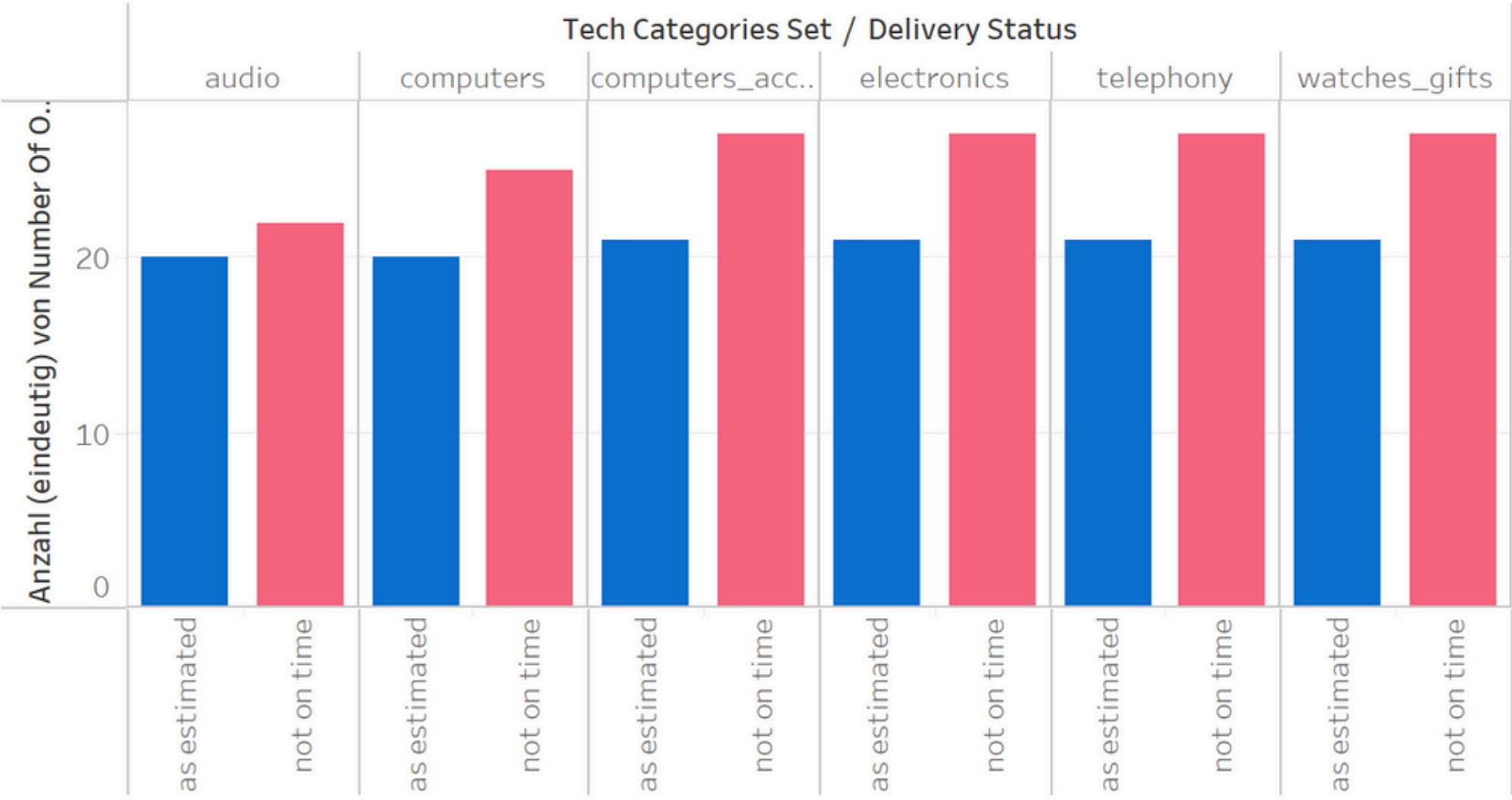
Del status/state



delivery over time

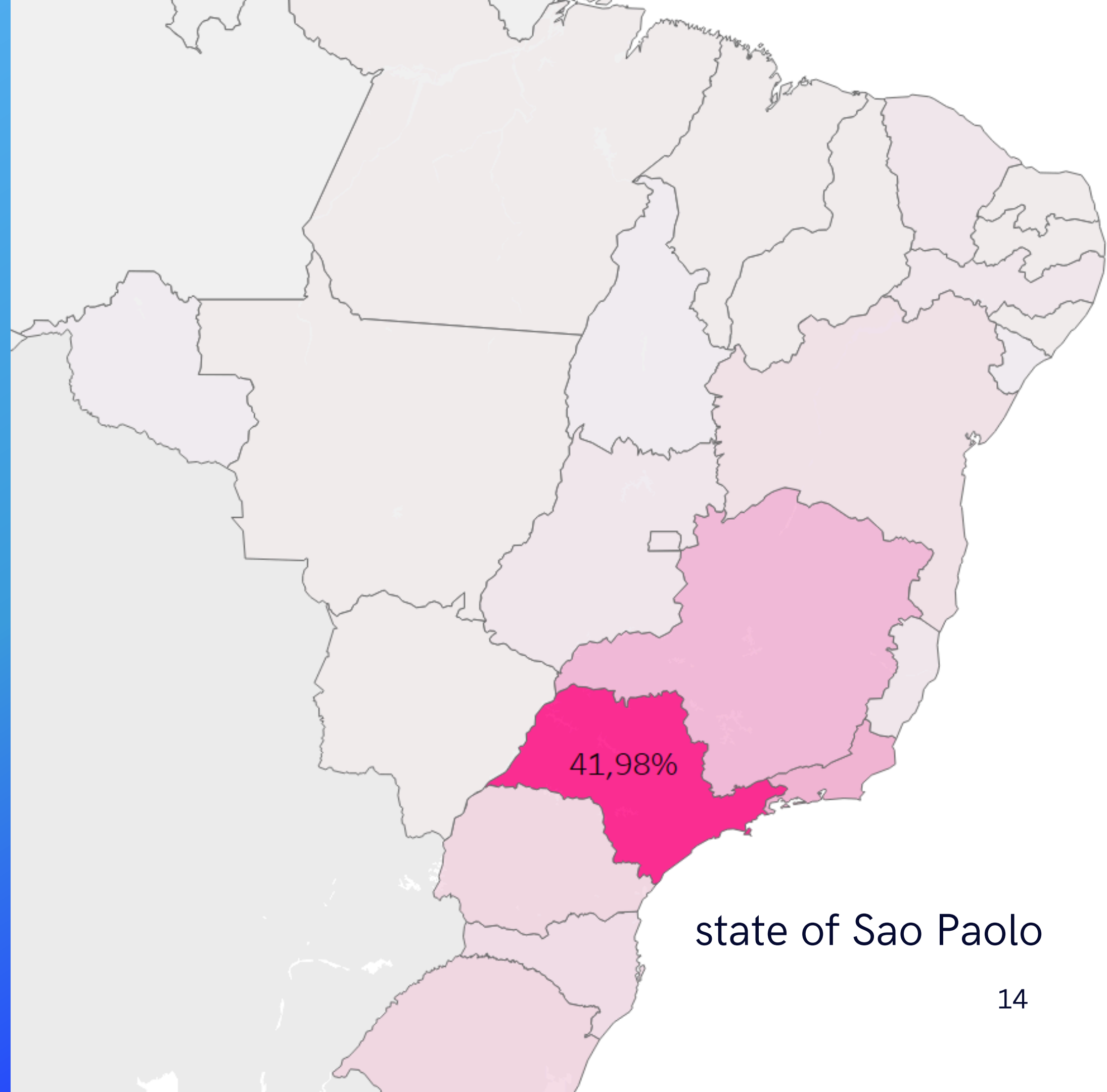


Delivery across tech categories



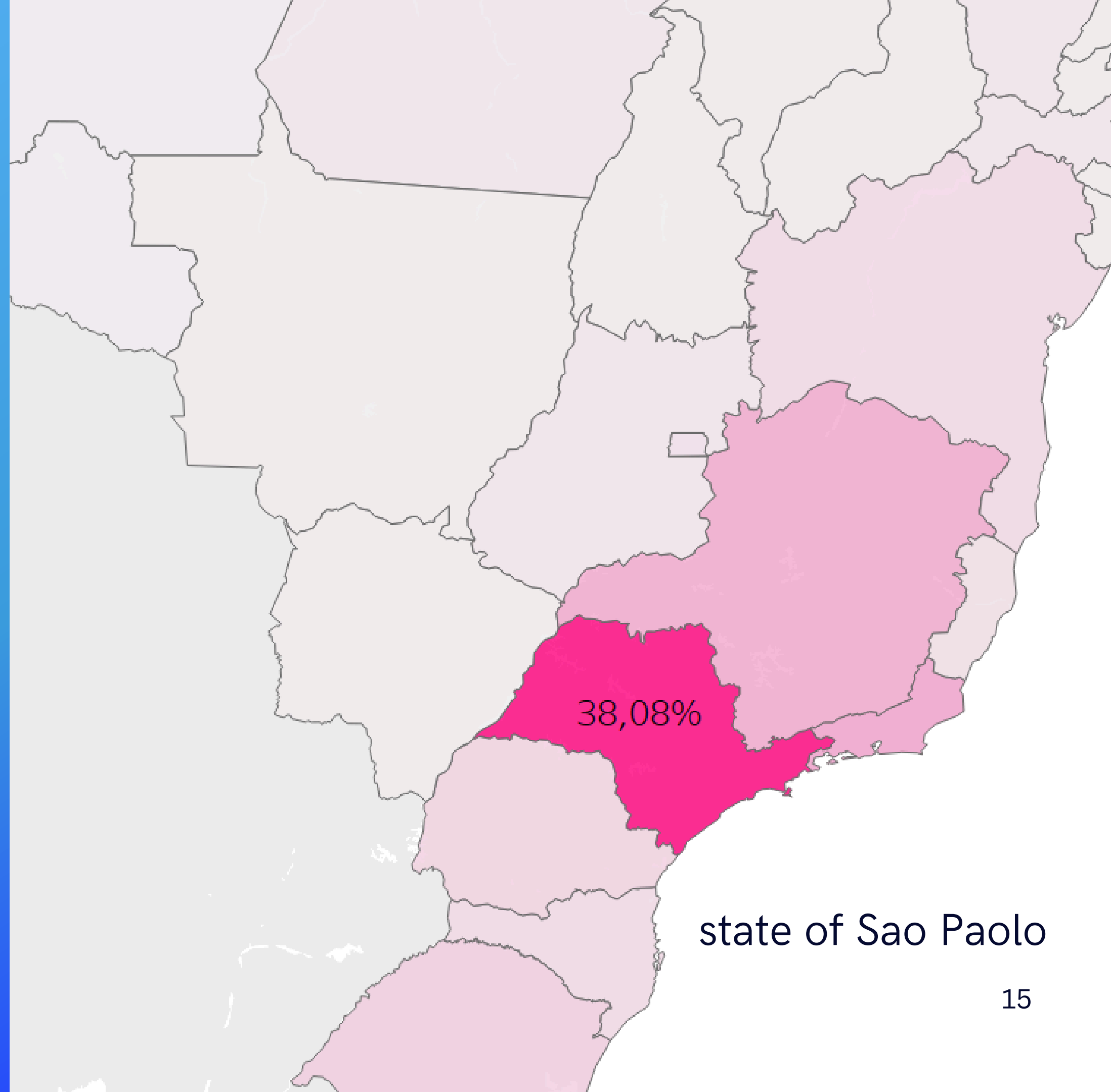


WHERE ARE MAGIST'S CUSTOMERS?





OUR POTENTIAL
CUSTOMERS ARE
MAINLY IN ONE
REGION



state of Sao Paolo

MARKET SHARE IN SOUTH AMERICA 2016-2019

