

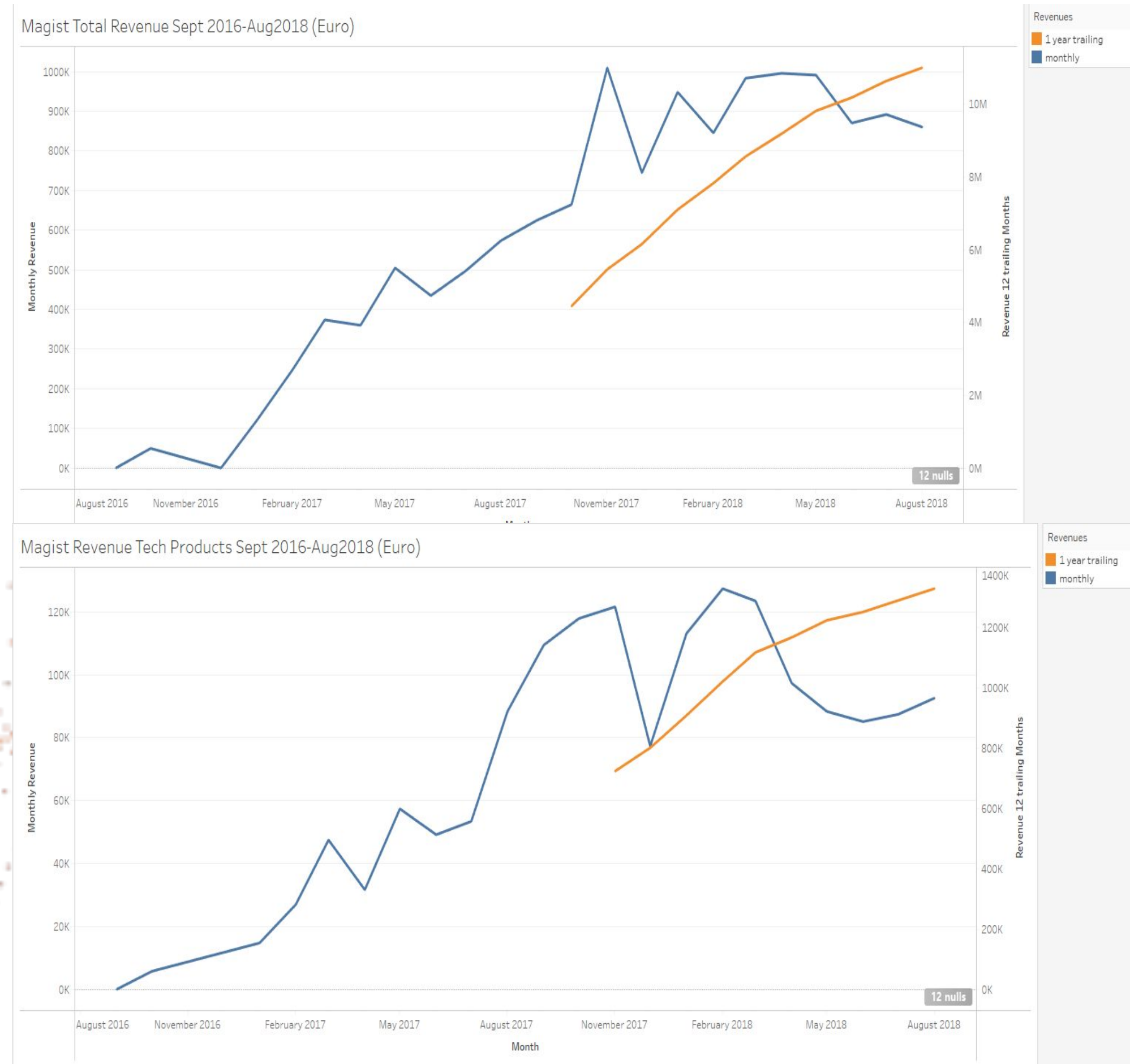


# Eniac's expansion to the Brazilian market

Is Magist the right partner?

# Magist Revenues

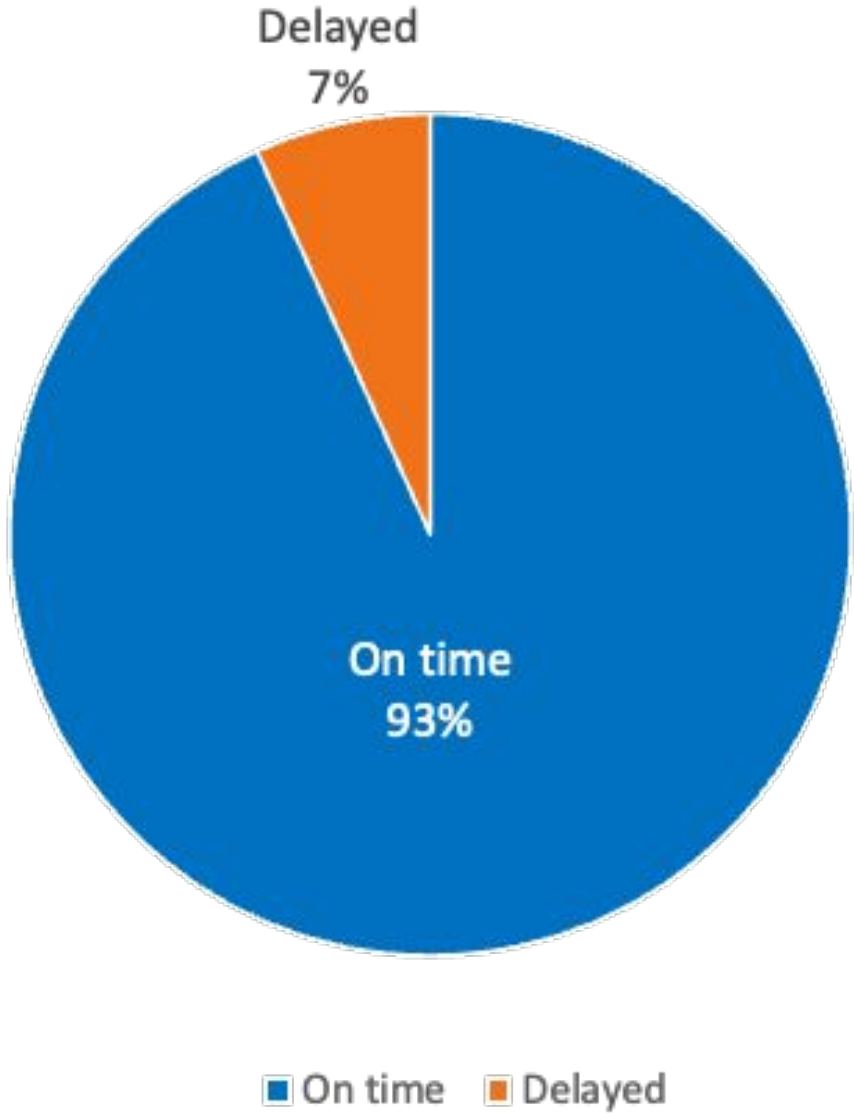
- Total order bookings Sept 2017-Aug 2018: 11 M Euro
- Order bookings for tech products Sept 2017-Aug 2018: 1.33 M Euro  
% of Total: 12.1%  
(categories: computers, computers accessories, consoles games, telephony)
- Total Number of orders: 99,441



# Delivery time and customer satisfaction

93 % of orders are delivered on time

13 days average delivery time



Average Review Scores (2016-2018)



# Price & Order Value

## Magist:

Most expensive product sold: **6729 €**

Lowest priced product sold: **4 €**

Average tech product price: **118 €**

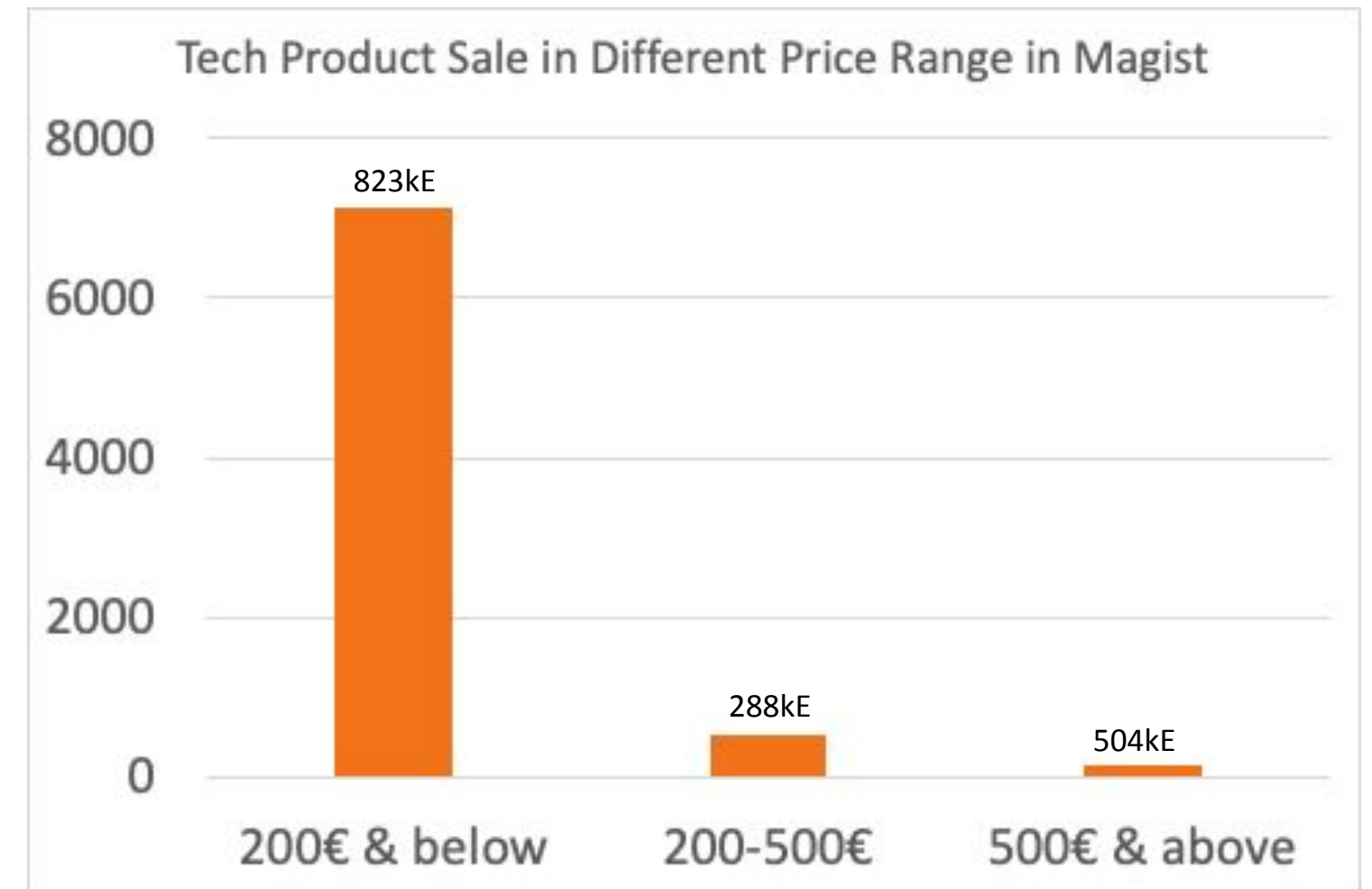
Average order value: **157 €**

They are much lower when compared to Eniac  
**540 € & 710 €.**

## Magist tech products:

Products below 200 € made up of most of the sale.

Products above 500 € are not often sold but count for 32 % of total Tech Product revenue.





# Conclusion

Is Magist a good fit for high end tech products?

- no focus on high end tech products
- average product price much lower than average prices of Eniac
- Apple products not very common in Brazil
- Magist total revenue small compared to size of target market

Are orders delivered on time?

- + orders are delivered on time
- + delivery time in general very long