

Strategic Alliance: Evaluating Magist Partnership

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Brazilian market: a growing opportunity for expansion

- 1 Biggest e-commerce market on continent
- 2 Large customer base
- 3 Potential for expansion

source: <https://eurotext.de/en/blog/e-commerce-in-brazil/>

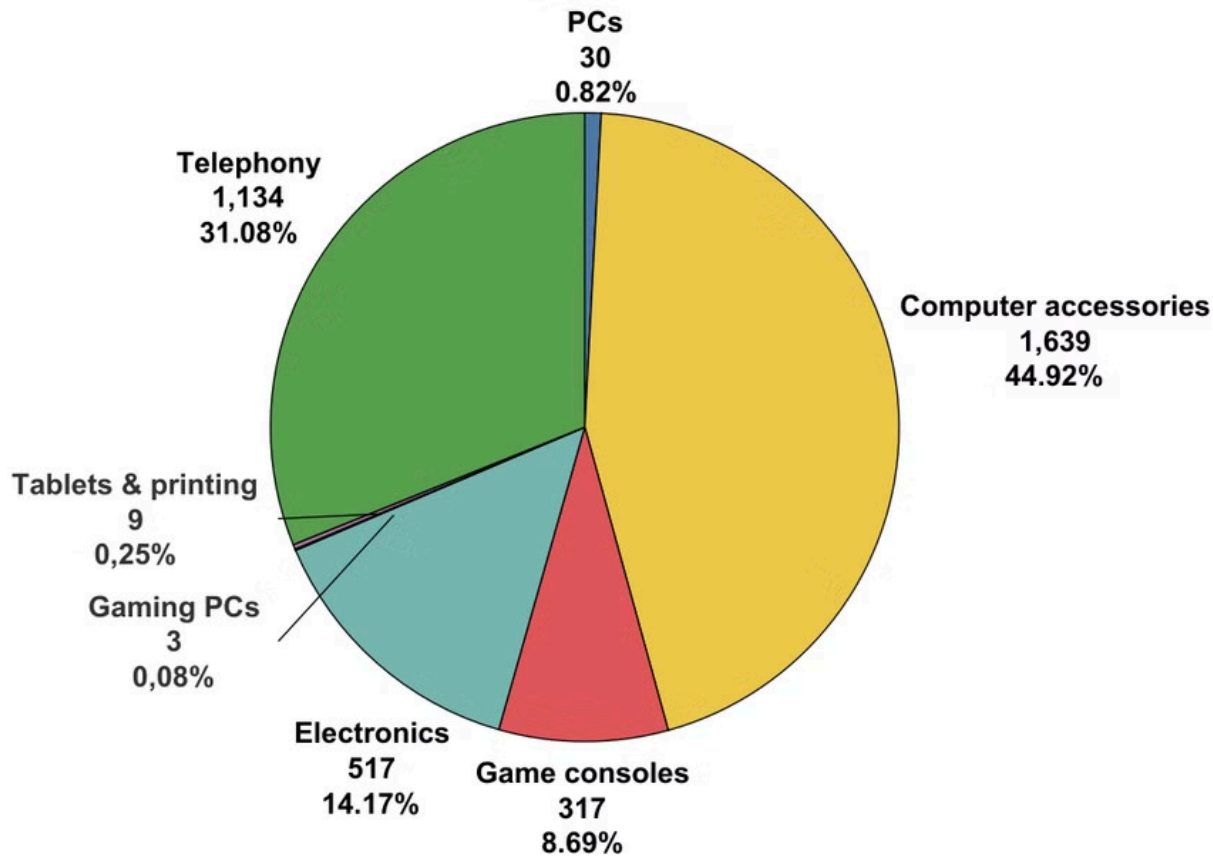




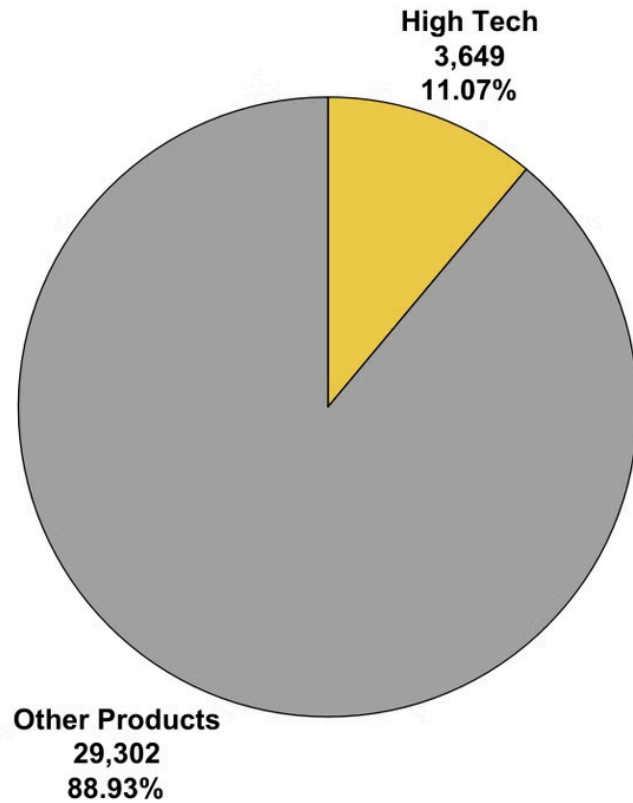
Main questions

- 1 Tech products compatibility
- 2 Delivery performance
- 3 Infrastructure Coverage
- 4 User Reviews

High end tech products

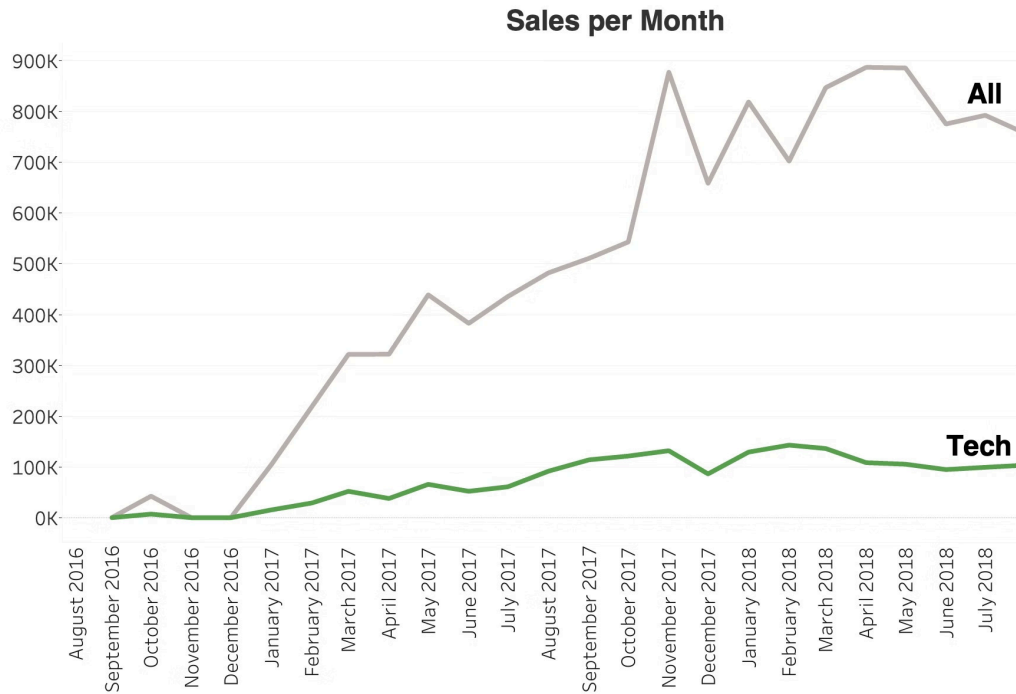


- Computer accessories
- Electronics
- Game consoles
- Gaming PCs
- PCs
- Tablets & printing
- Telephony

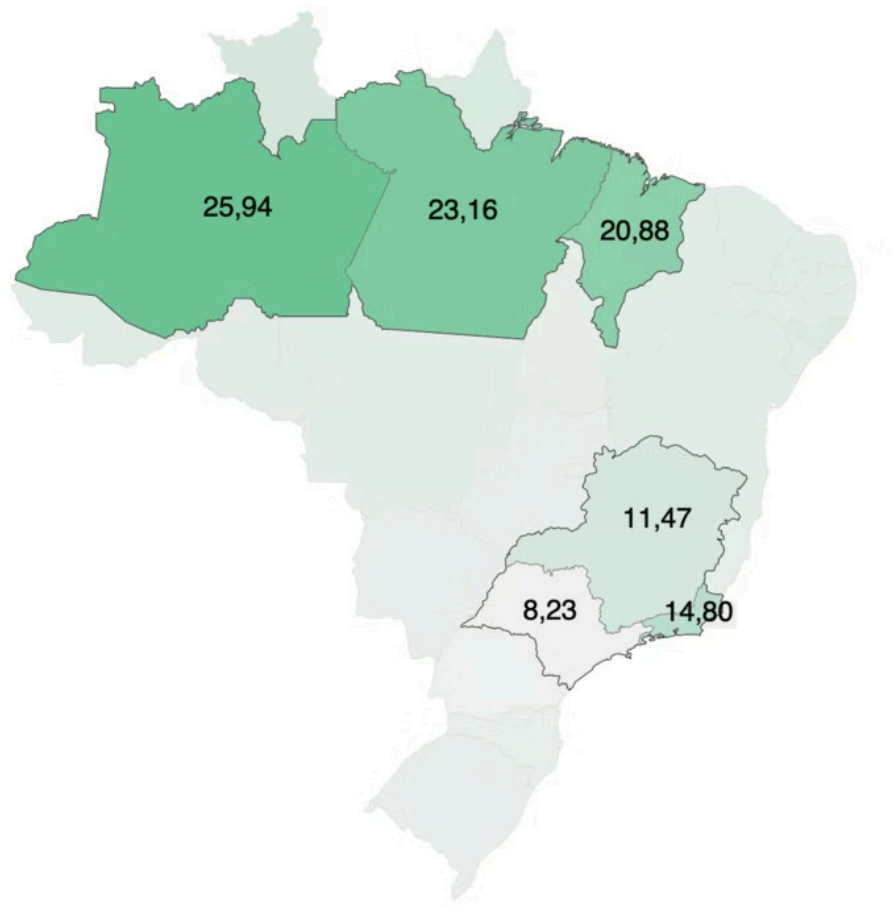


High tech products vs.
other categories sold
at magist

Steady sales trend for tech products

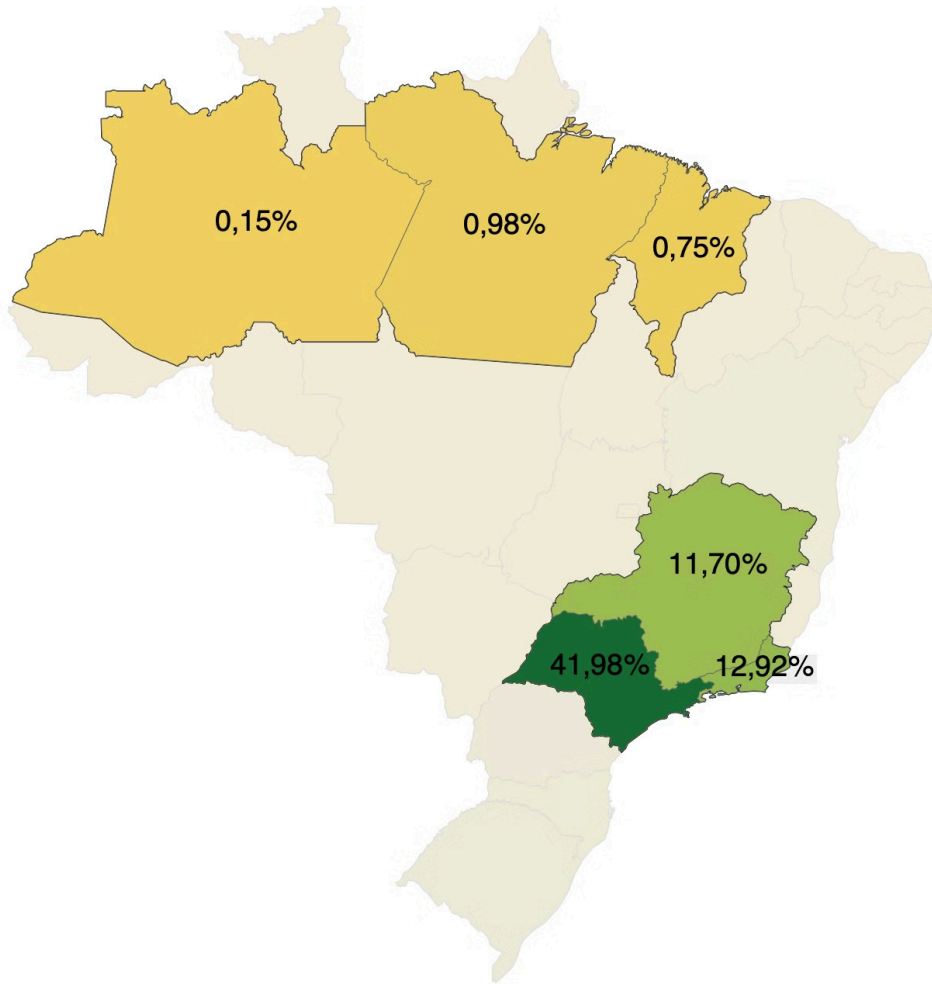


Average delivery times of Magist



- Delivery times vary across Brazil
- Depending on remoteness of region
- longer times in remote North-West
- shorter times in populated South-East (Rio de Janeiro, Sao Paulo)

Dispersion of tech-orders throughout states



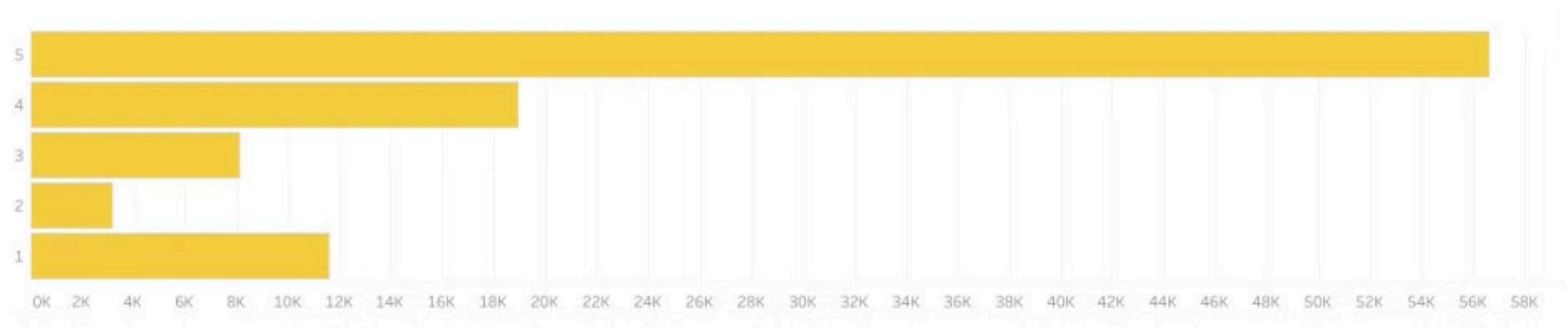
- Nationwide coverage
- Mostly to South-East
- Orders in well infrastrctured regions

Magist's Delivery Performance: Big Progress from 2016 to 2018

Delivery ratio (delivered / total orders)



Customer satisfaction average 4.1 stars



Final Conclusion

- **Pilot project for 3 years**
- **Magist's key strenght in infrastructure**
- **Establish presence in Brazil**

