



Strategic Partnership Eniac & Magist

Santhoshi, Vijayapriya, Xenia

Our key points

Magist as a partner ?

- For our high-end products

What are they buying?

- Customer's shopping tendencies

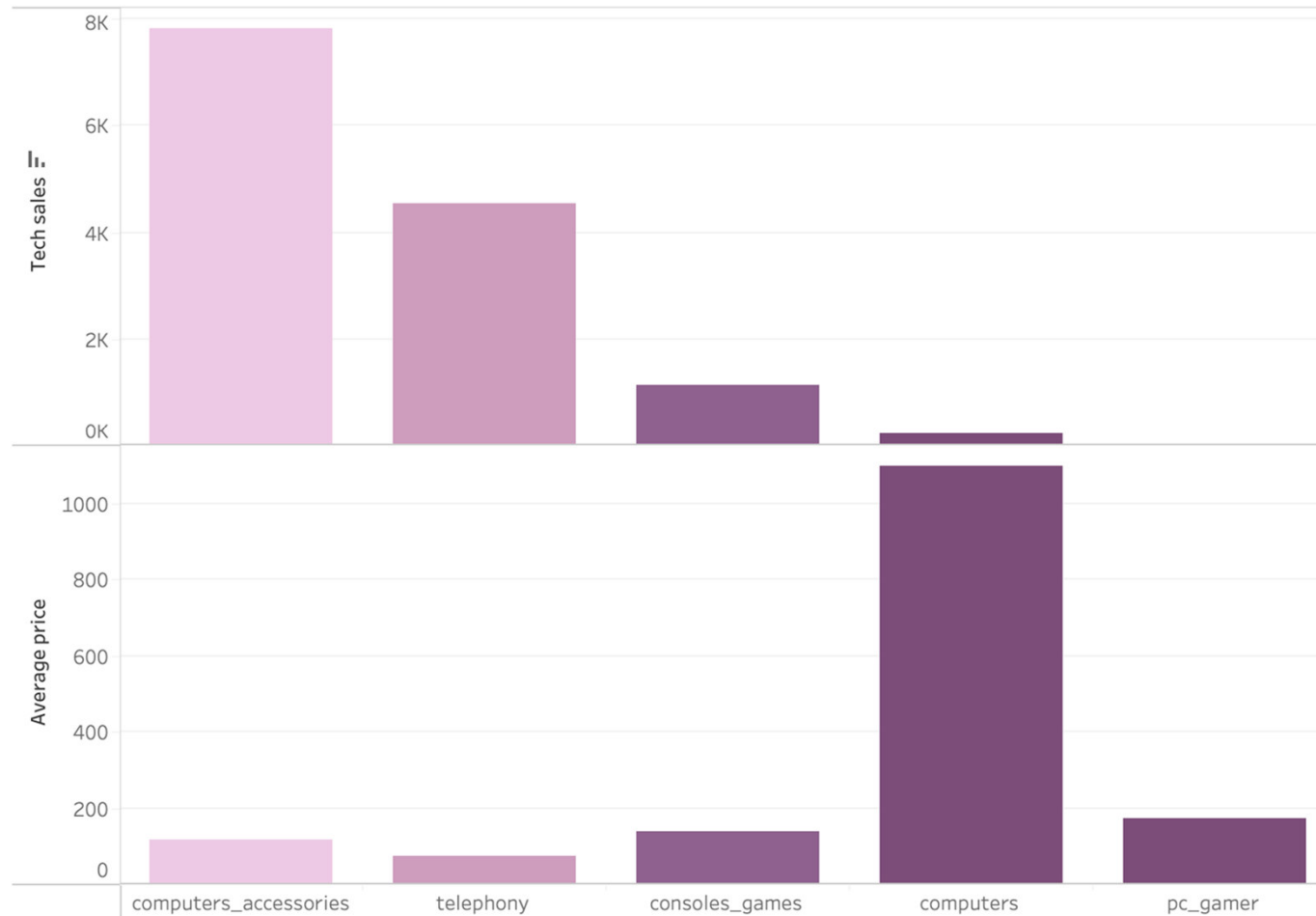
Deliveries

- Are they fast enough?

Final insights



Are expensive tech sales happening?

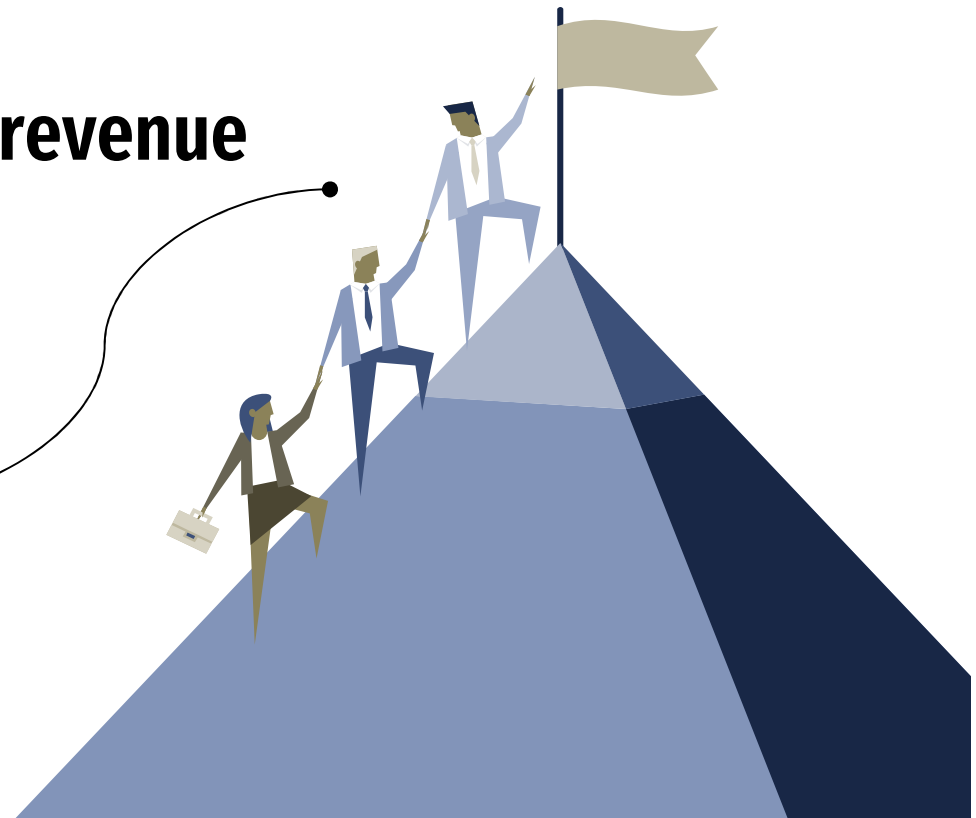


Magist's customers are more attracted to cheaper products.

Computers (expensive) aren't doing so well for e.g.

ONLY ≈ 40K
of Magist is tech - oriented revenue

**WE MADE €14M
LAST YEAR!**



Delivery time

≈ 12.5 days

**Compared to 16-17
days in Brazil**

Around 90% of Magist's deliveries reach
their final destination.



Final insights from our analysis

- Market alignment → not optimal
- Visibility concerns for our products.
- Revenue gap for tech.
- Sales performance → low for high-end products.



Other retailers as suggestions;

- Hotmart
- Kentro Servicos Digitais LTDA

Thank you !

