

Magist in Brazilian market

Analyse by Dónal, Akbar and Rias

Business growth



Significant drop in sales

Magist as a tech vendor

Time frame: 2016 - 2018

- Total qty of sales: €112,650
- Qty of tech product sales: €17,349
- 15.4% of their sales are tech products

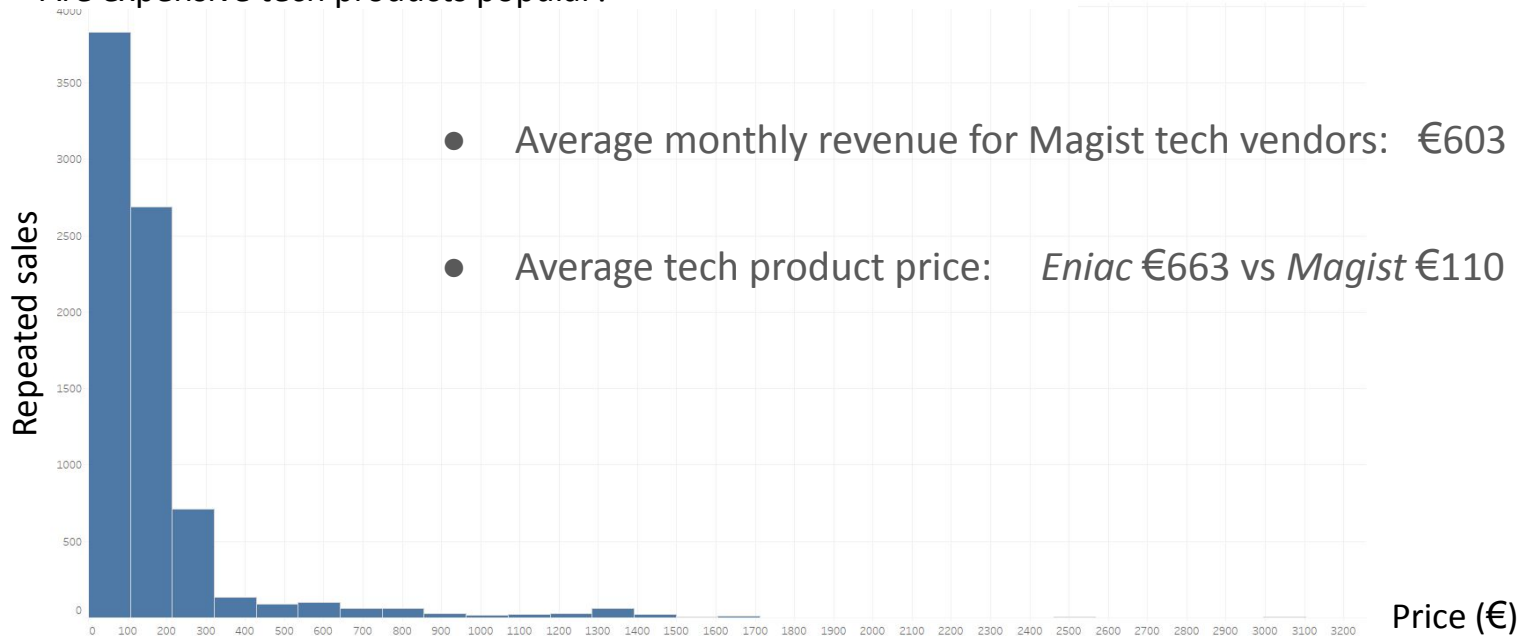


audio
cds_dvds_musicals
cine_photo
consoles_games
dvds_blu_ray
electronics
computers_accessories
pc_gamer
computers
tablets_printing_image
telephony

Magist is familiar with tech products

Magist as a tech vendor

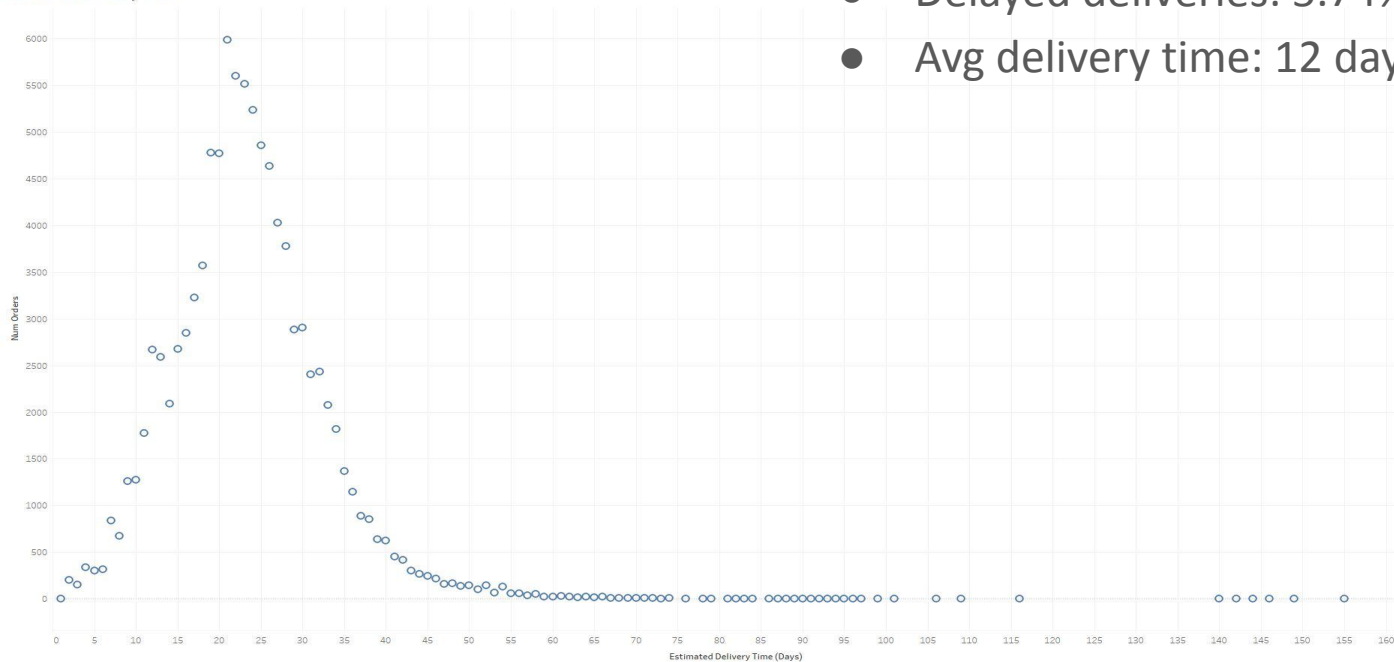
Are expensive tech products popular?



Magist does not deal with large tech vendors
Magist does not sell expensive tech products

Deliveries

Estimated Delivery Time

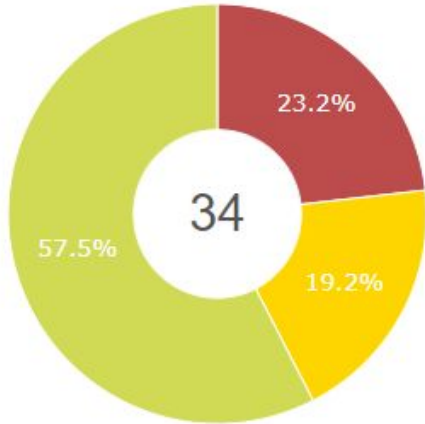


- Delayed deliveries: 5.74%
- Avg delivery time: 12 days

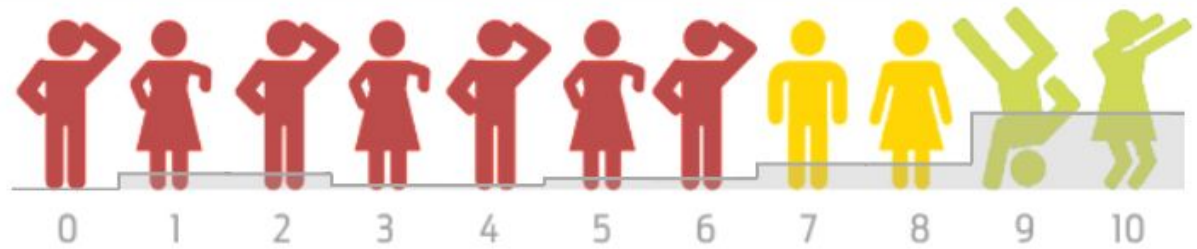
Delivery time estimates are unsatisfactory

Customer satisfaction

Net promoter score



How likely is it you would recommend our company to a friend or colleague?



Recommendation of action

- Magist has shown a significant drop in sales recently
- Magist is not an established high-end tech marketplace
- Magist may not have the capacity to handle the magnitude of our sales
- Delivery times are not satisfactory
- Customer satisfaction is adequate at best

No deal

