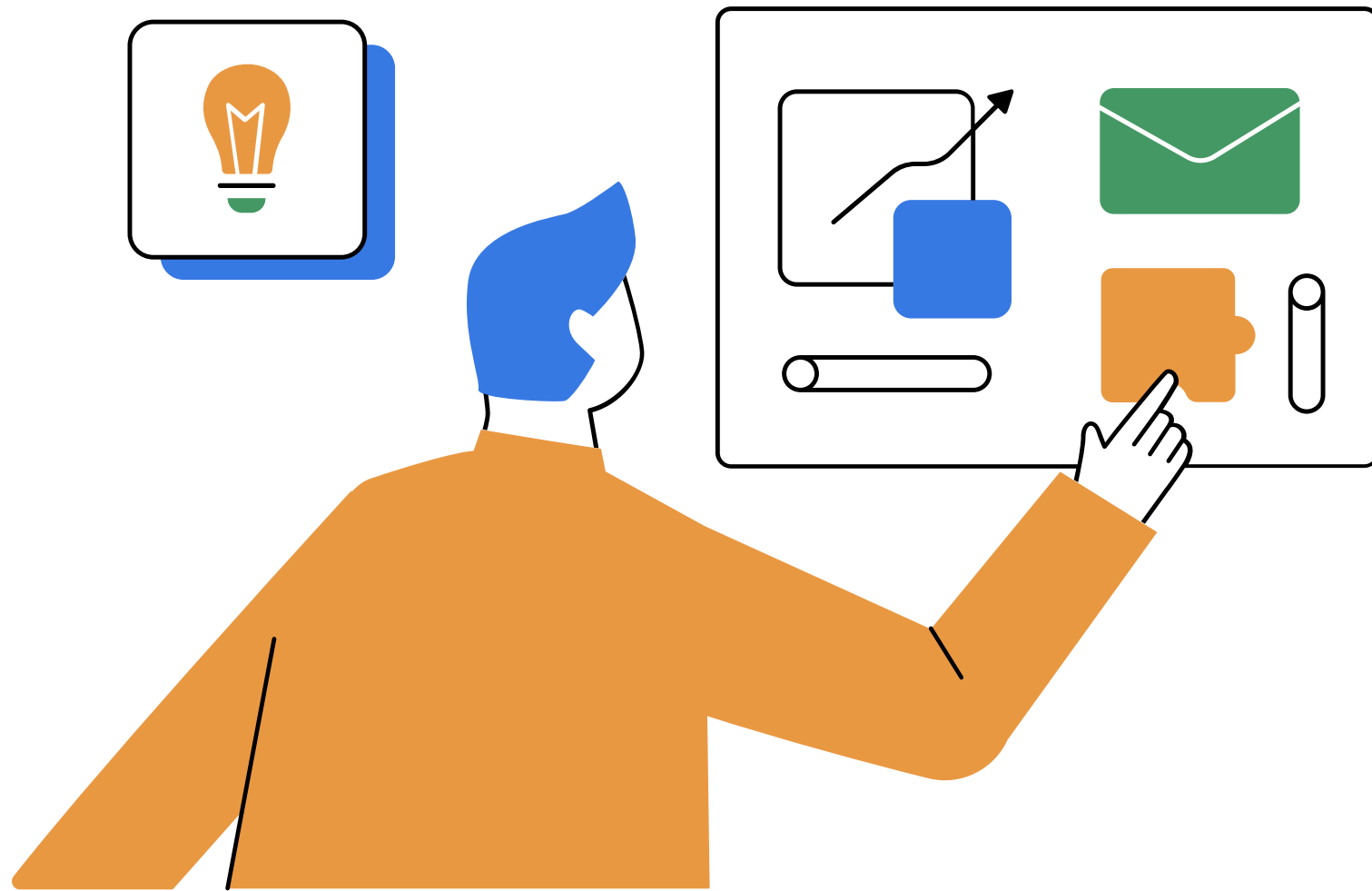


Magist Analysis



Is Magist a Good Fit for Eniac



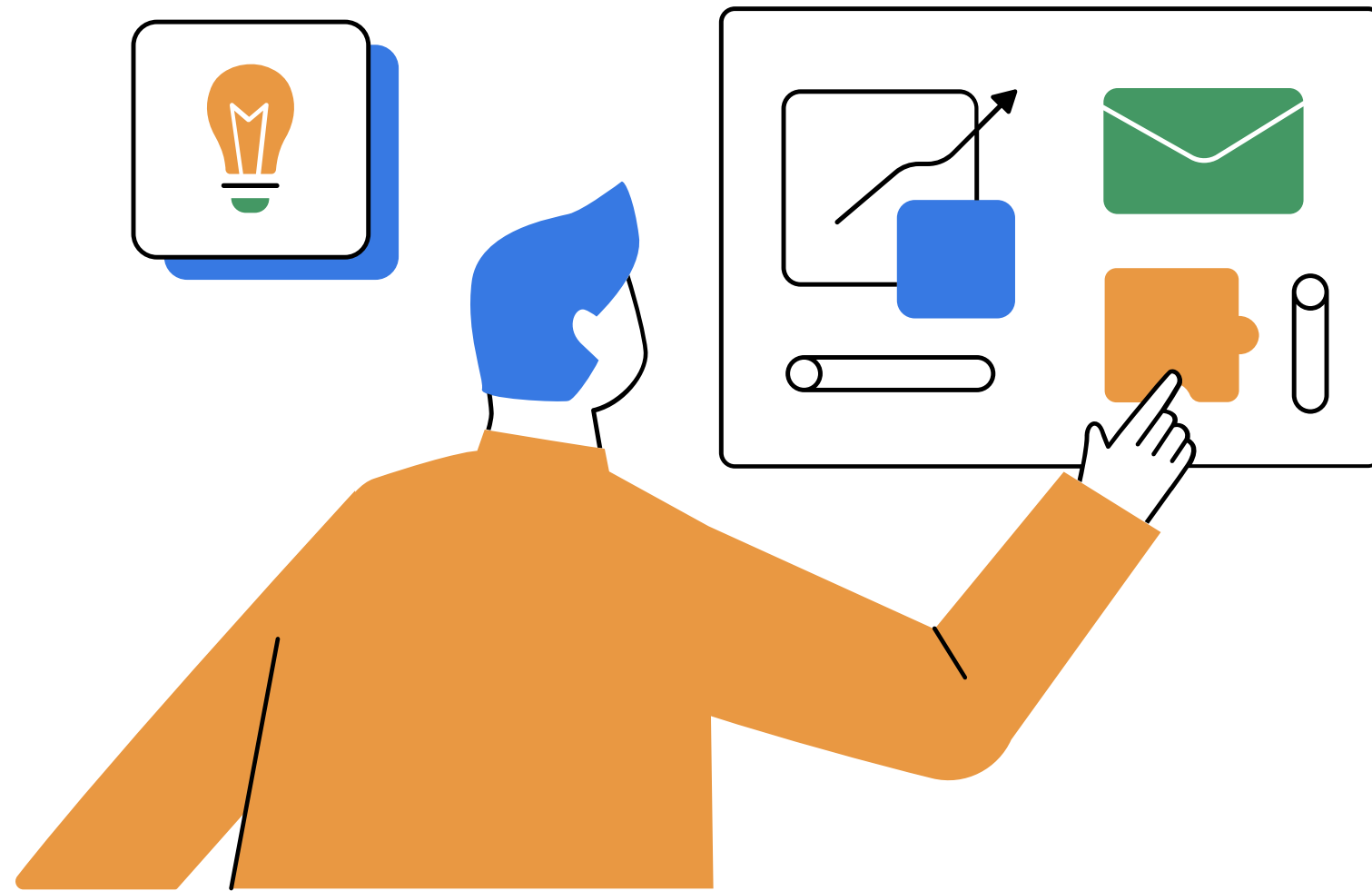
NO!

**with a caveat*

Is Magist a Good Fit for Eniac

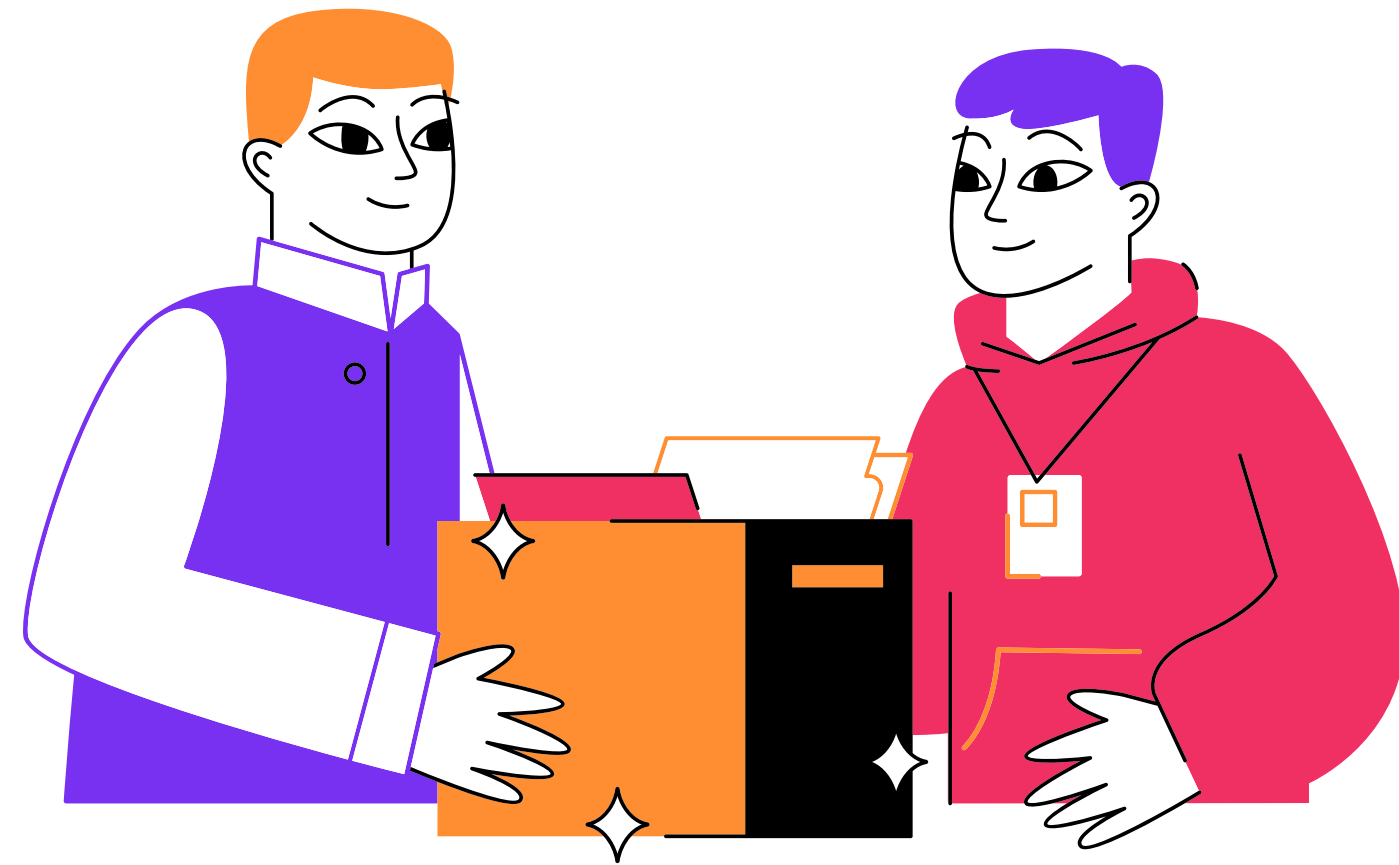
NO!

**with a caveat*



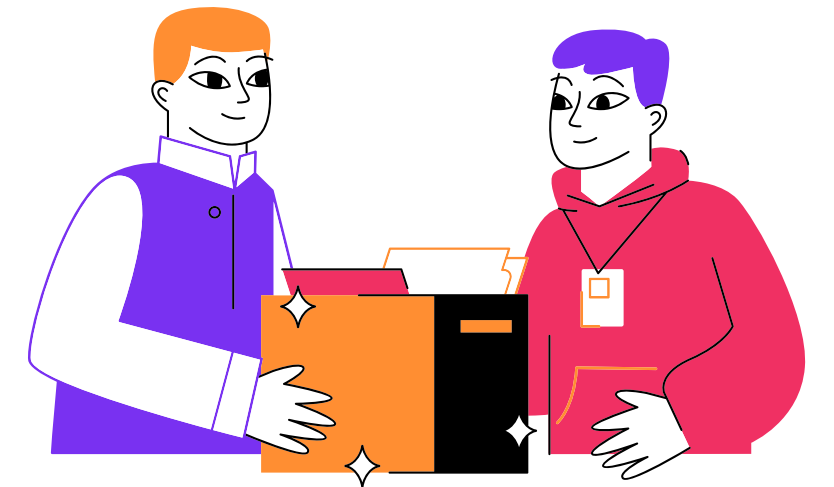
- Tech Products
- Delivery Times
- Growth

Magist in Tech



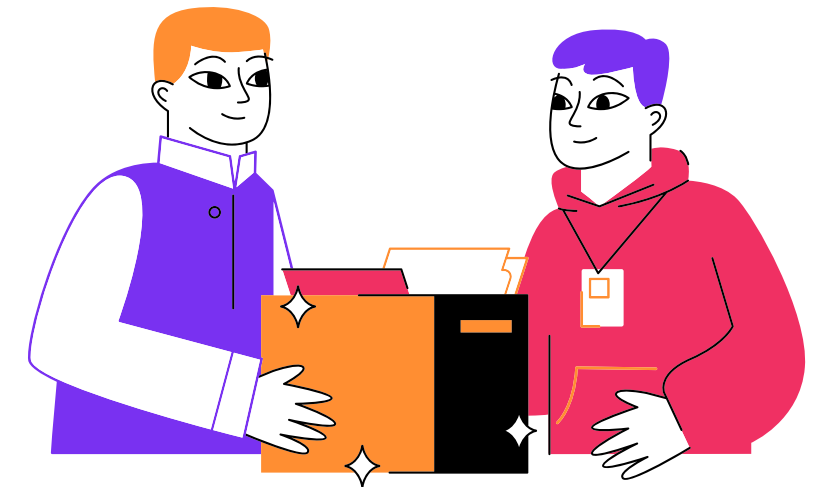
Magist in Tech

17% Tech Sellers



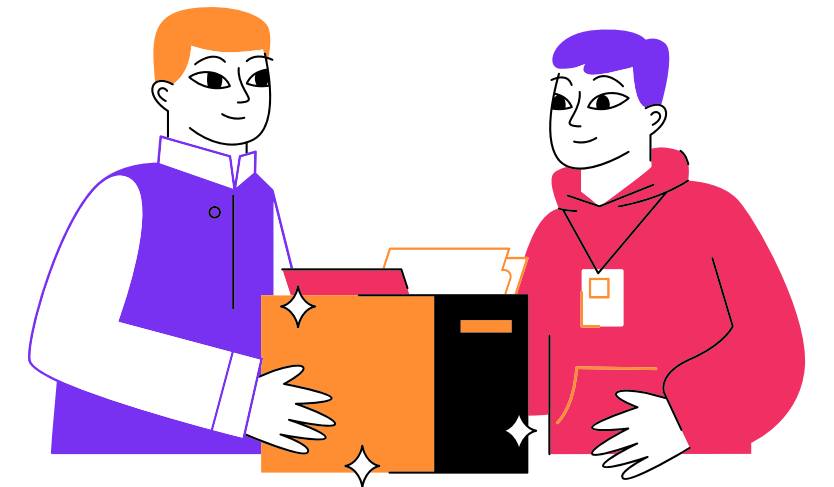
Magist in Tech

14% Tech Sales

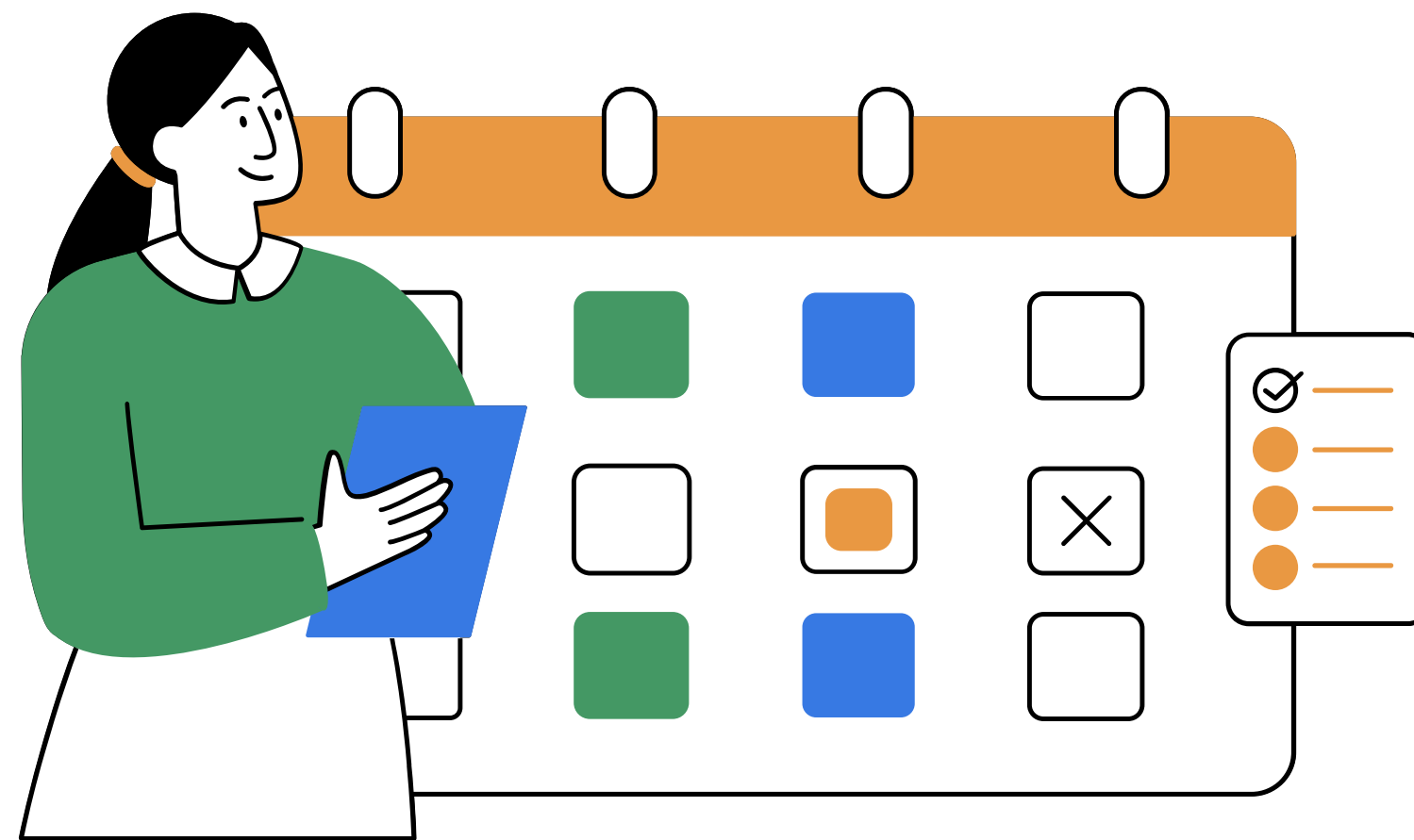


Magist in Tech

13% Tech Earnings

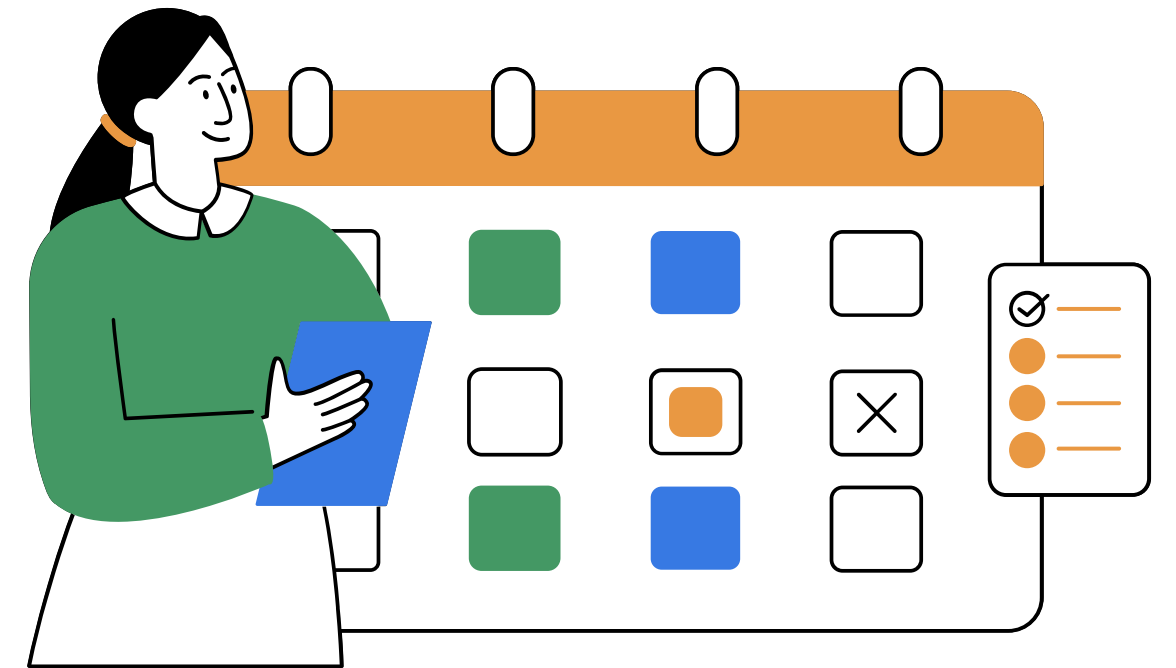


Delivery Times



Delivery Times

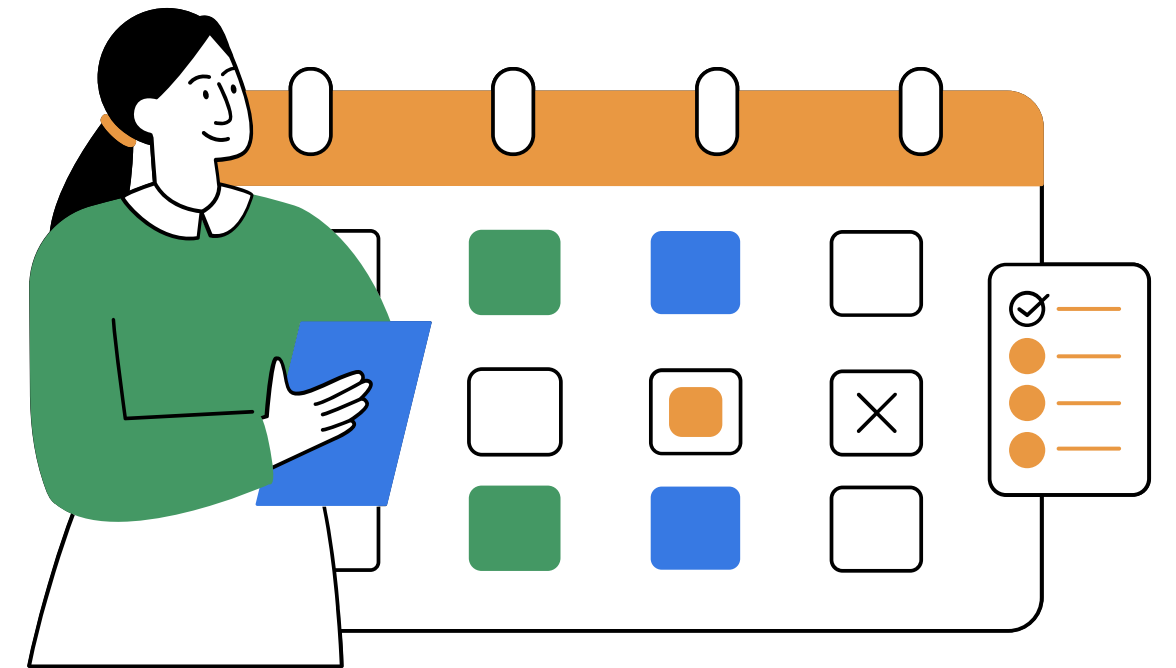
8% Total Delayed Deliveries



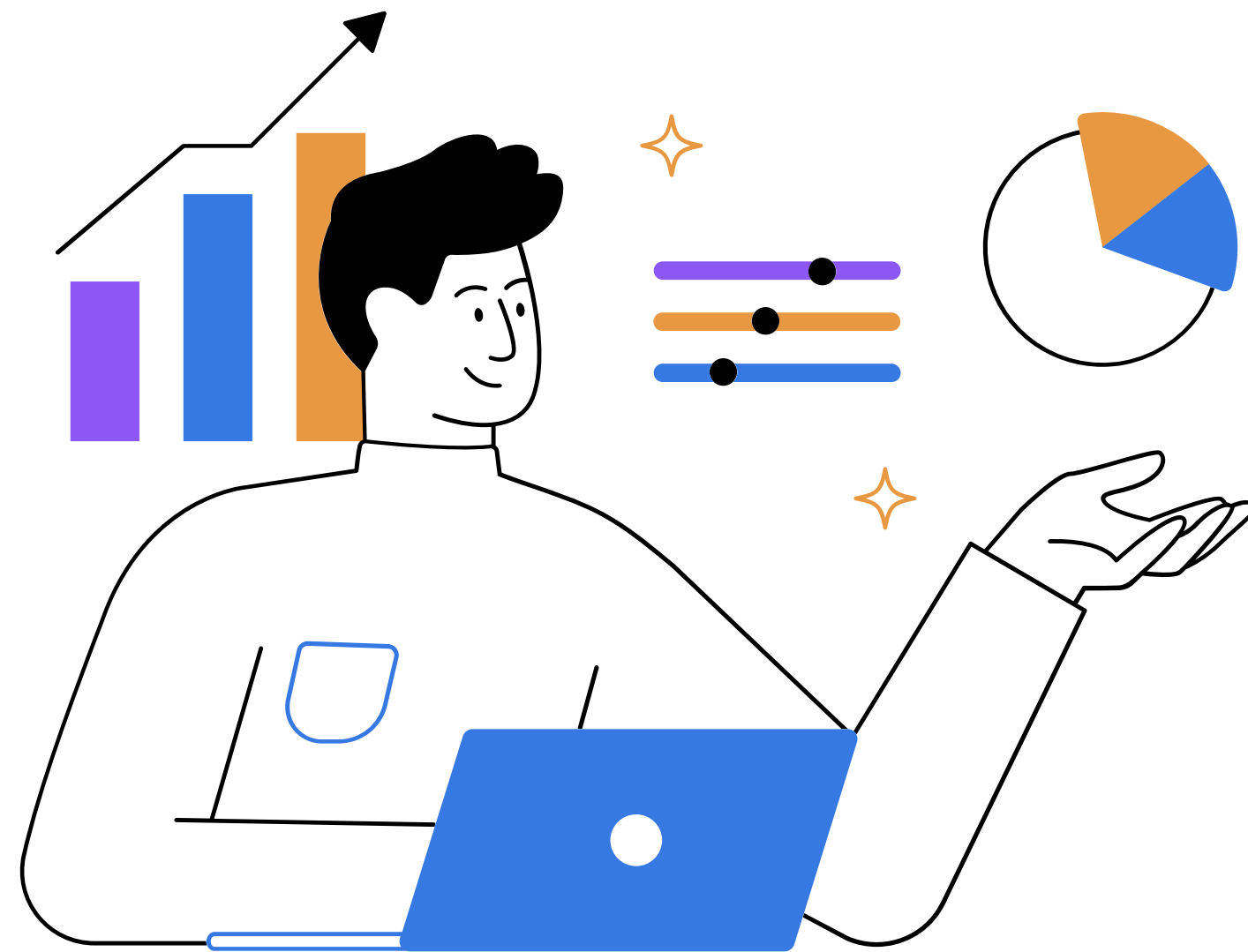
Delivery Times

8% Total Delayed Deliveries

16% Delayed Deliveries in Tech Products



Delivery Times in Context

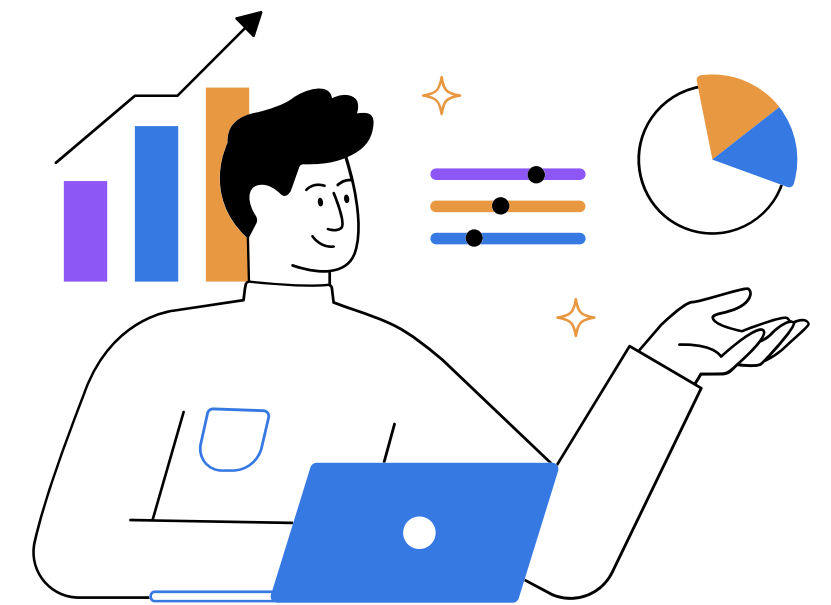


Delivery Times in Context

Average



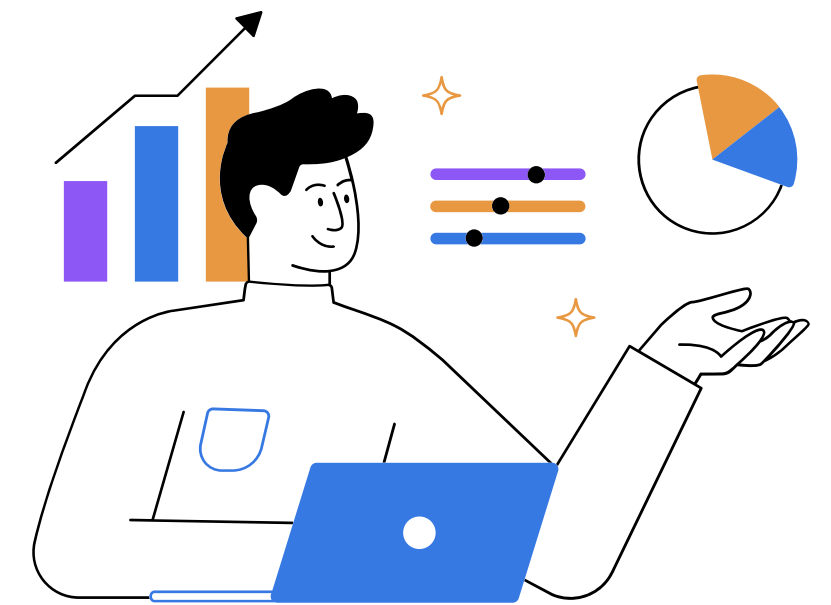
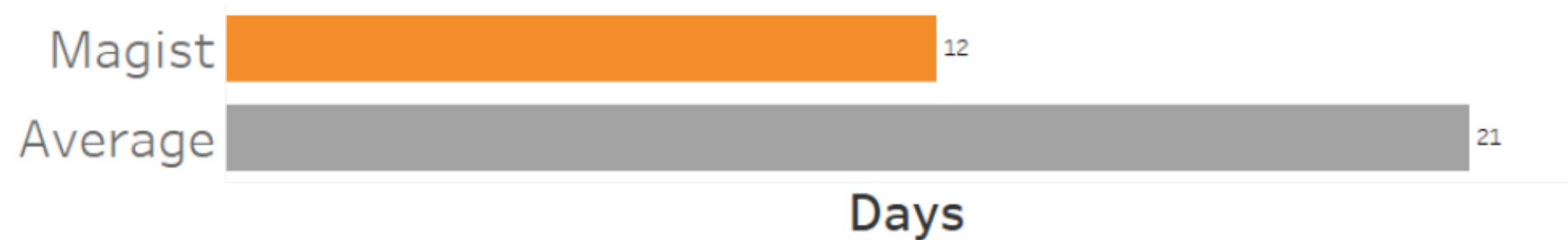
Days



Source: Statista

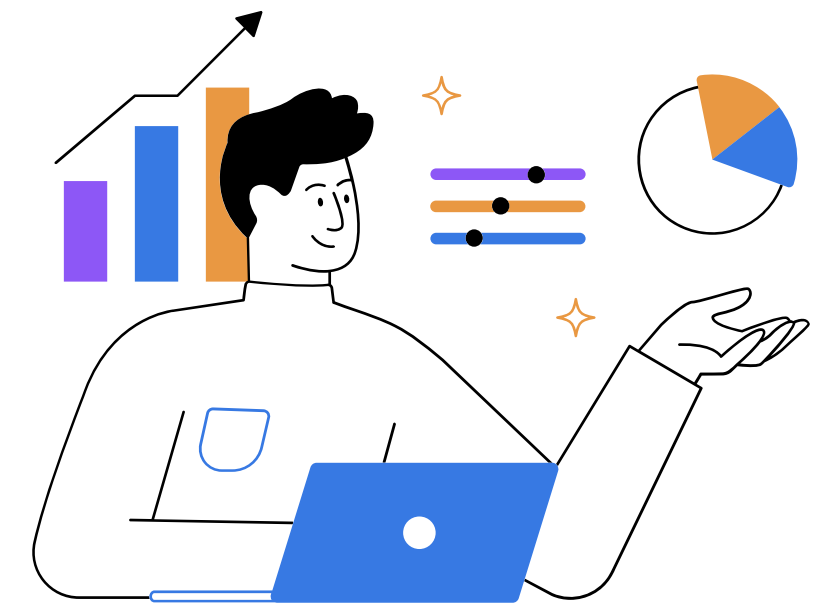
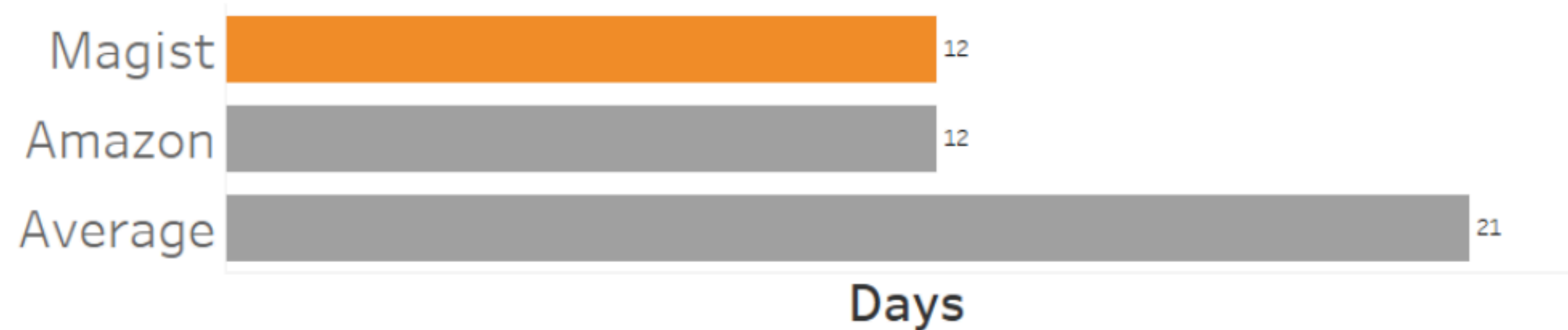
Delivery Times in Context

Above average



Delivery Times in Context

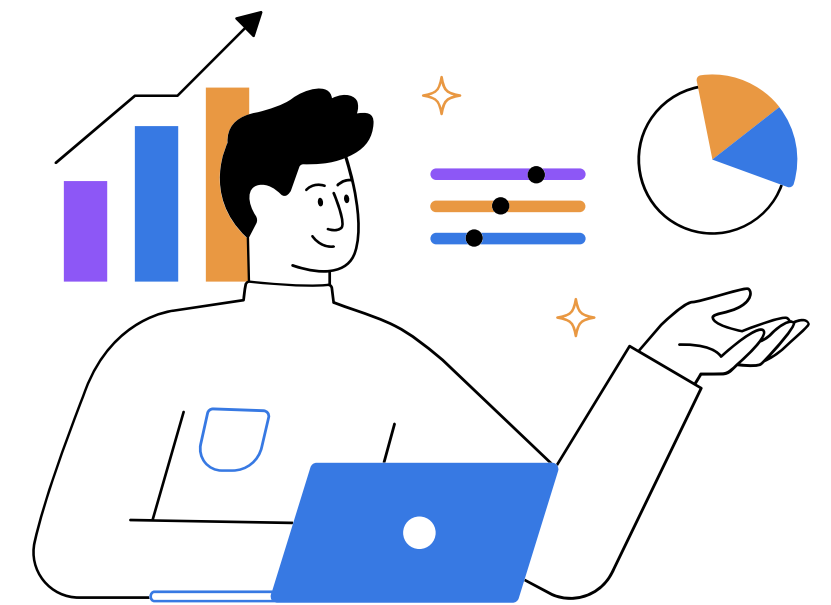
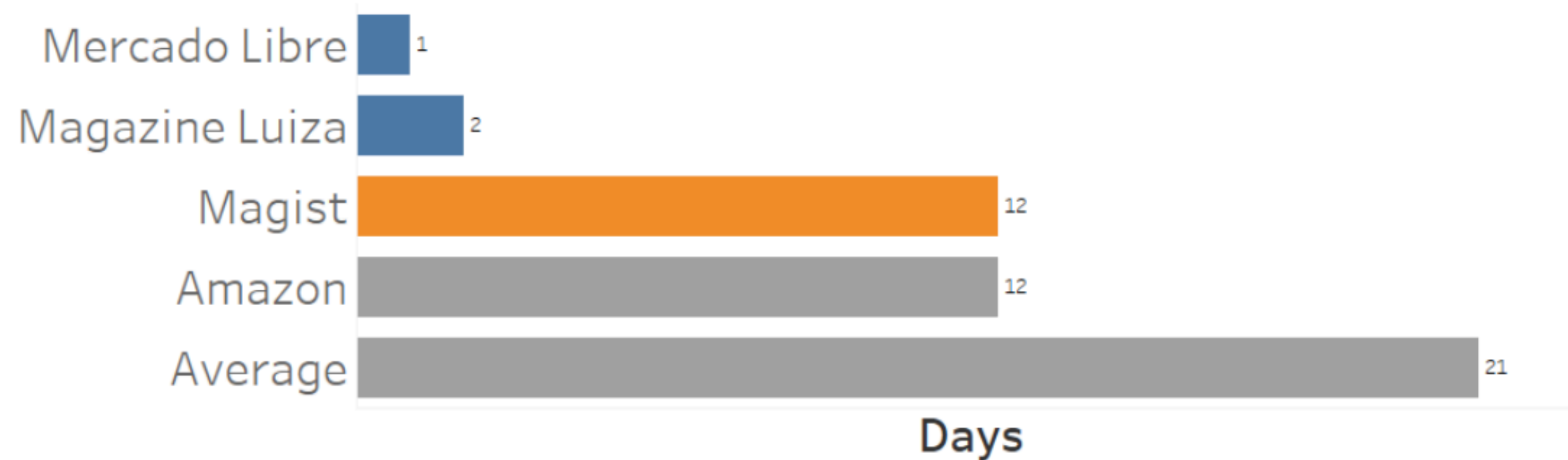
Comparable to Amazon



Source: Amazon

Delivery Times in Context

Still, there are Better Competitors



Source: Quartr and Magazine Luiza

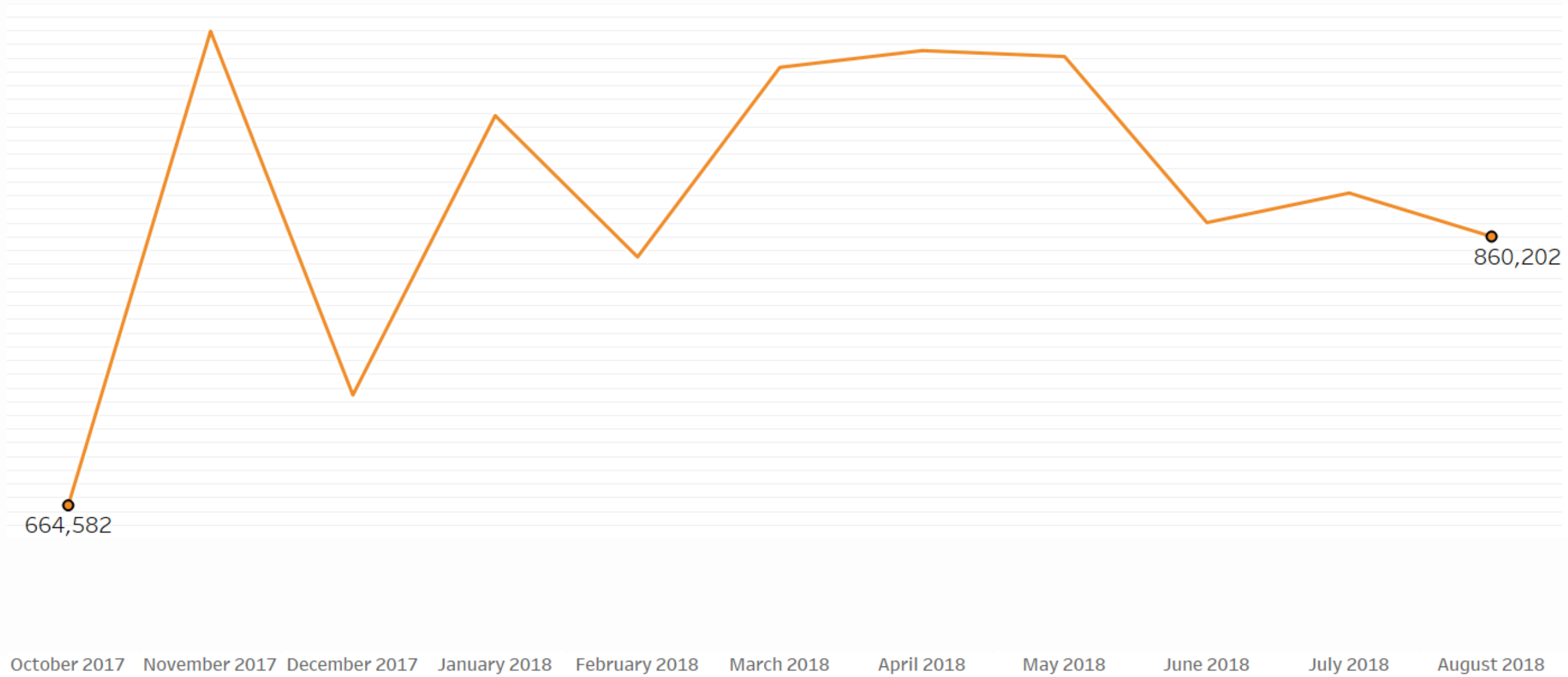
Inconsistent Growth



Inconsistent Growth



Total Revenue



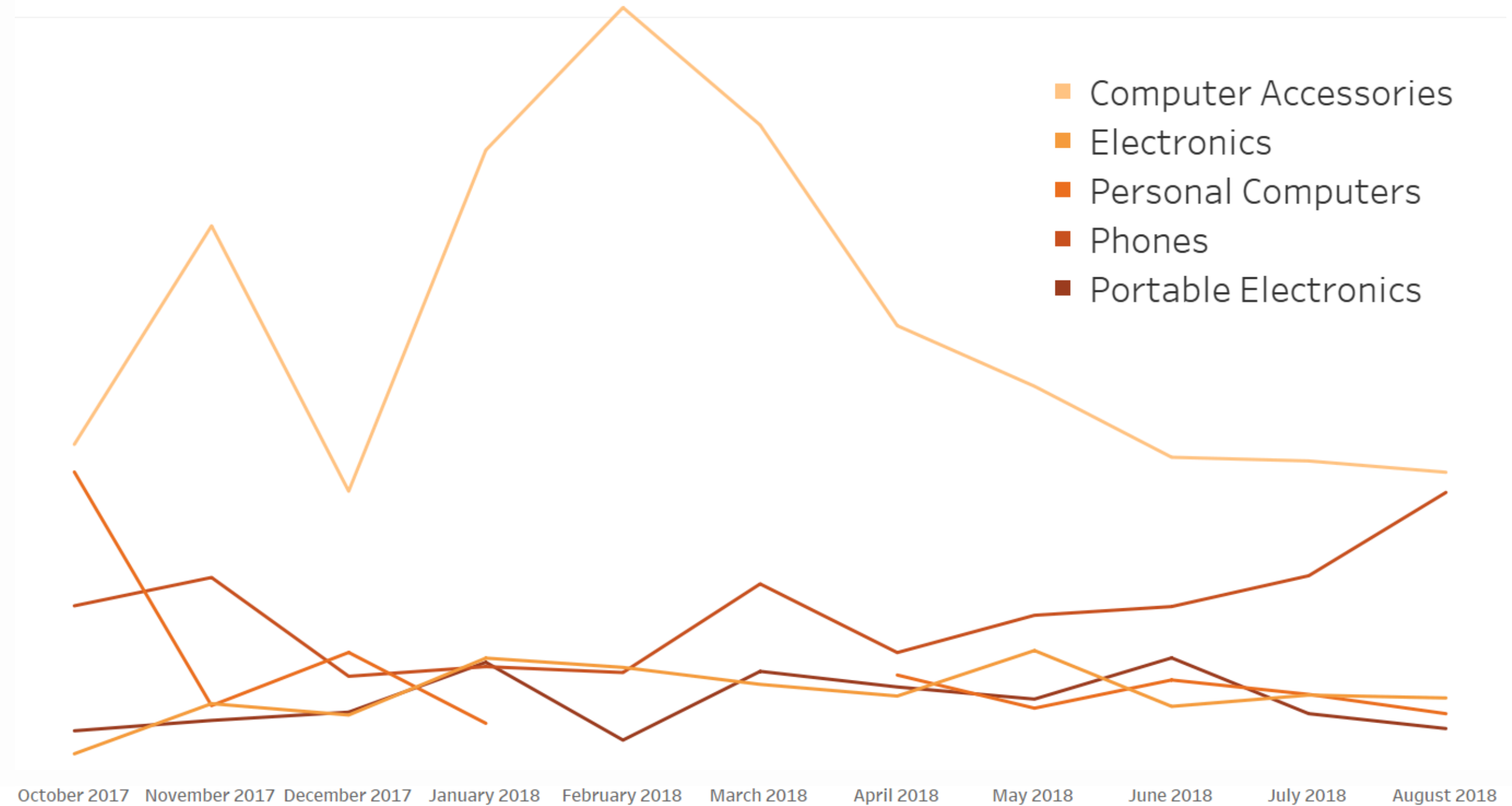
Inconsistent Growth



Downward Trends in Tech



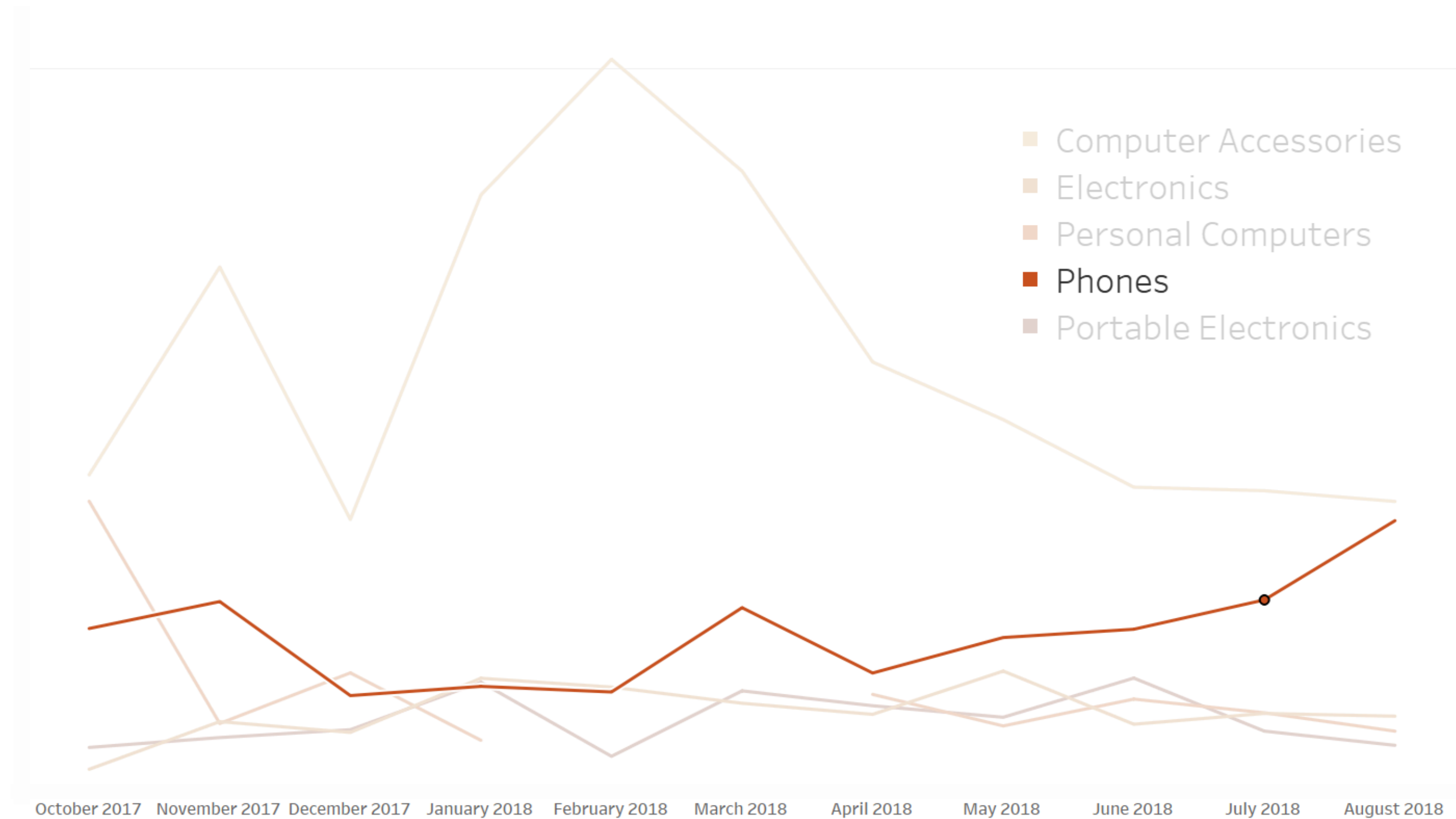
Total Revenue



Phones are an Exception



Total Revenue



Increased Competition, Decreased Revenue



Increased Competition, Decreased Revenue

37% More Tech Sellers



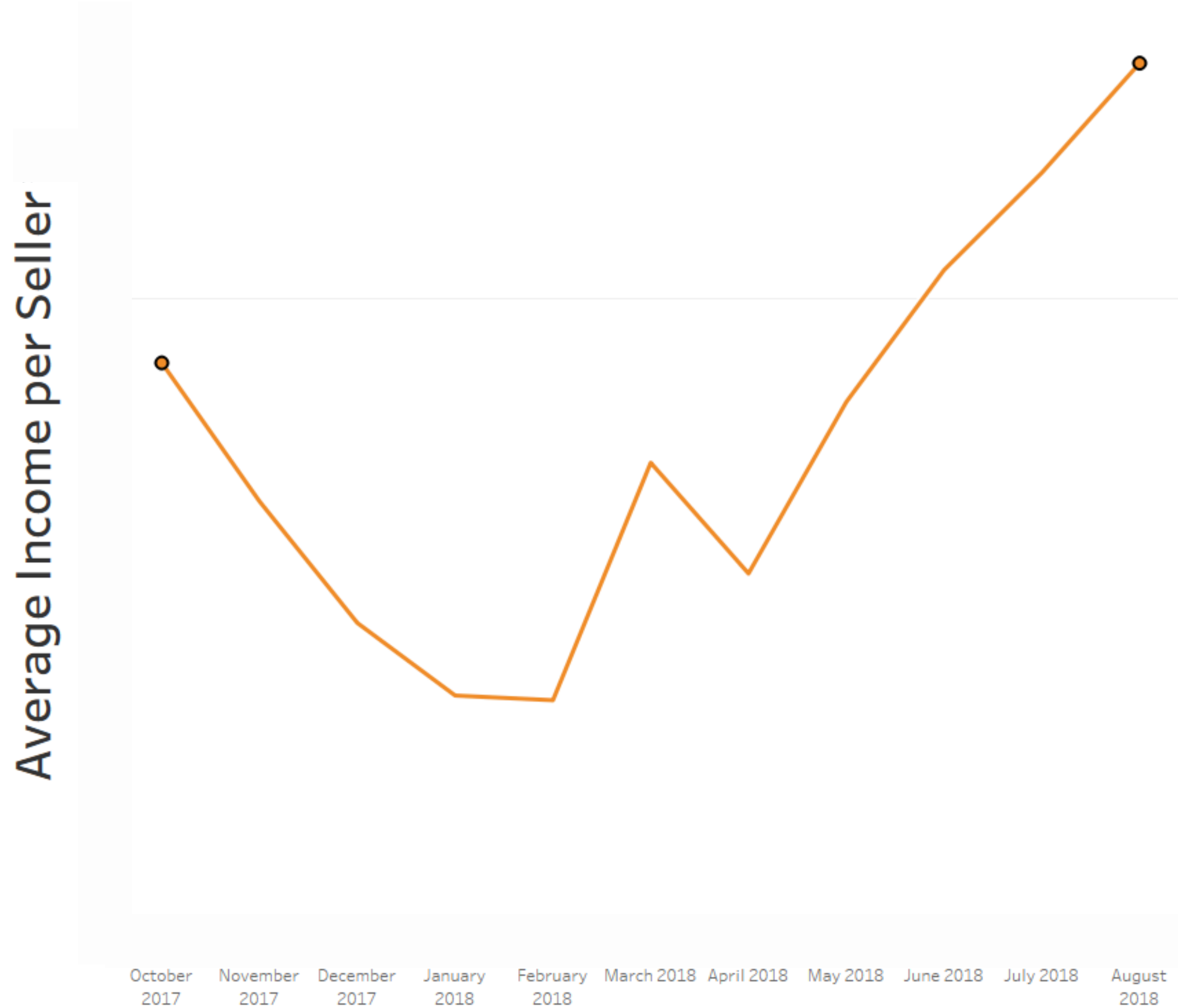
Increased Competition, Decreased Revenue

37% More Tech Sellers

11% Decline in Tech Revenue



Again, Phones are an Outlier



In Conclusion

- Magist is **not** a tech-product oriented distributor



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Recommendations

Focus On

- Selling Phones

Research more on

- Mercado Libre
- Magazine Luiza

