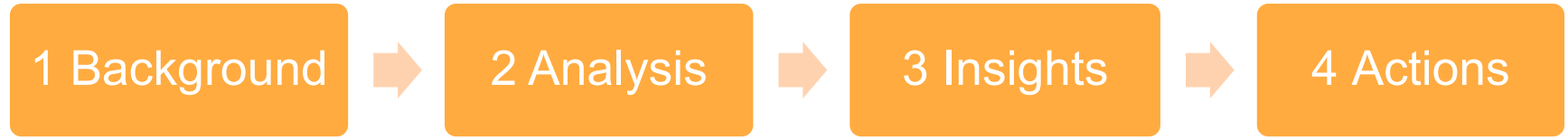


Magist × ENIAC: Brazil Entry Plan

Assess Magist's marketplace performance for ENIAC's high-end tech portfolio

Group 2
June 2025

Agenda

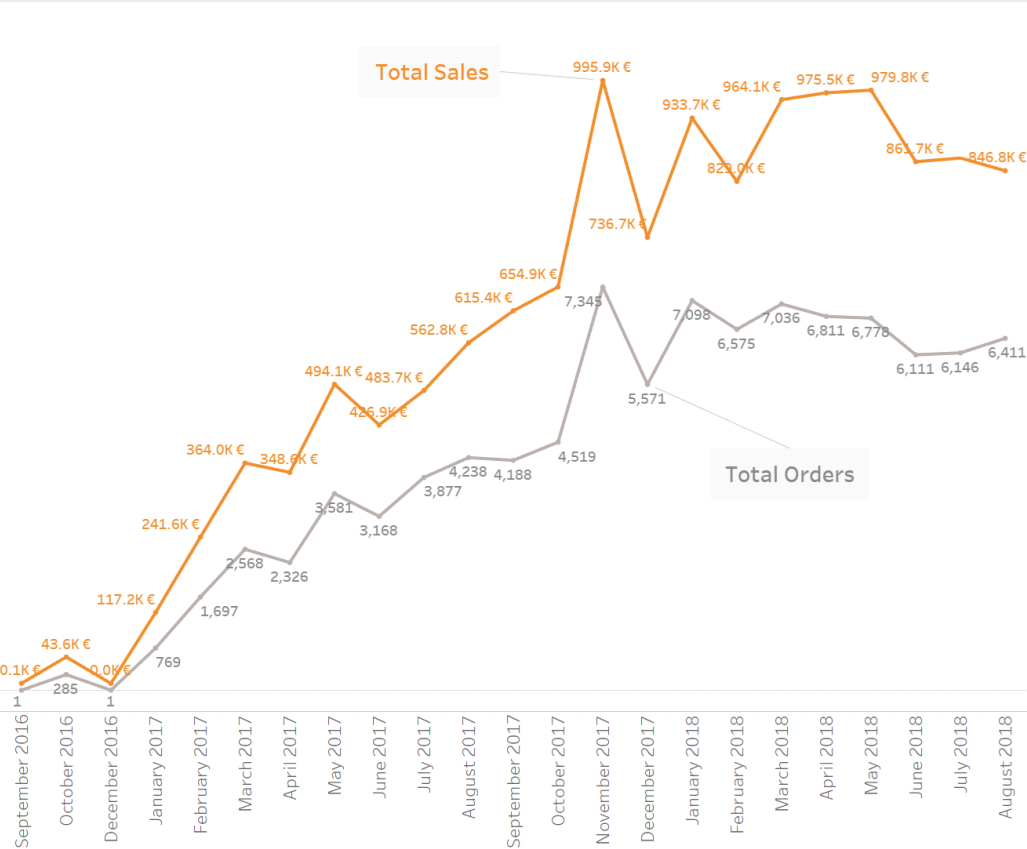


ENIAC



Brazil's Market Industry Trends

Magist's marketplace has been scaling steadily.
Revenue has grown alongside **order counts**.



“Accessories market:
USD 14 B (2023) → USD 17 B (2030); 413 M → 620 M units.”

(Retail and Consumer | Publish Date: 13-May-2025)

“Growth hotspots: cases, screen protectors, chargers, headphones, power banks.”

“Crowded field—differentiation is tough.”

(Brazil Mobile Phone Accessories Market Analysis | 2024-2030 - NextMSC)

“Buyers now choose delivery speed over price.”

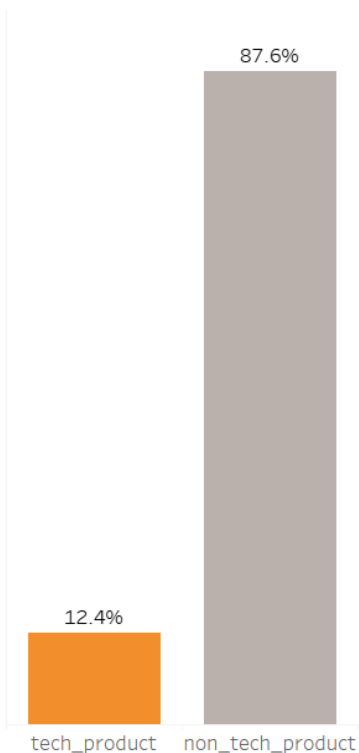
“Logistics shifting beyond São Paulo/Rio into regional hubs.”

“3PL outsourcing is accelerating.”

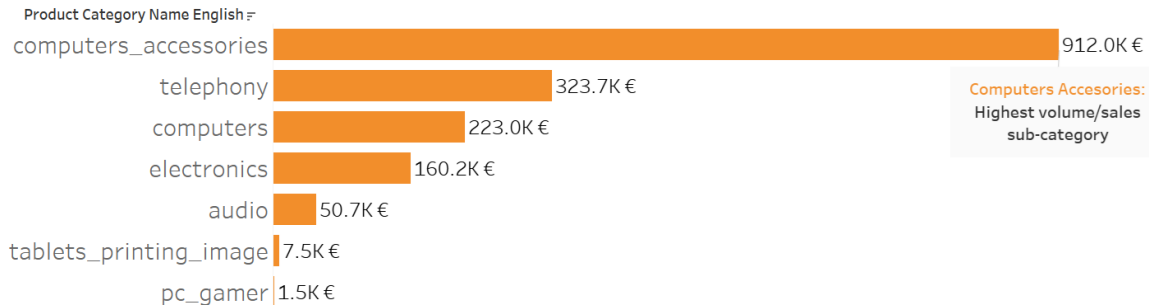
(The Online Customer Journey in Brazil and Its Impact on Logistics - Americas Market Intelligence)

Is Tech big enough?

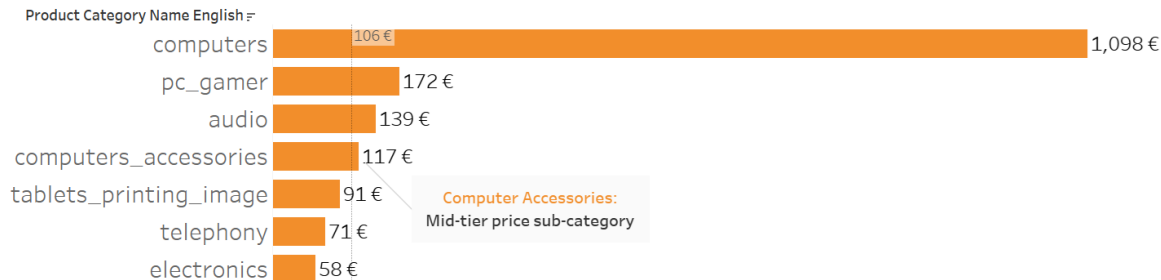
Percentage of total revenue that came from **tech categories** vs. **everything else**.



“**computers_accessories**” and “**telephony**” are driving sales among **tech** sub-categories.



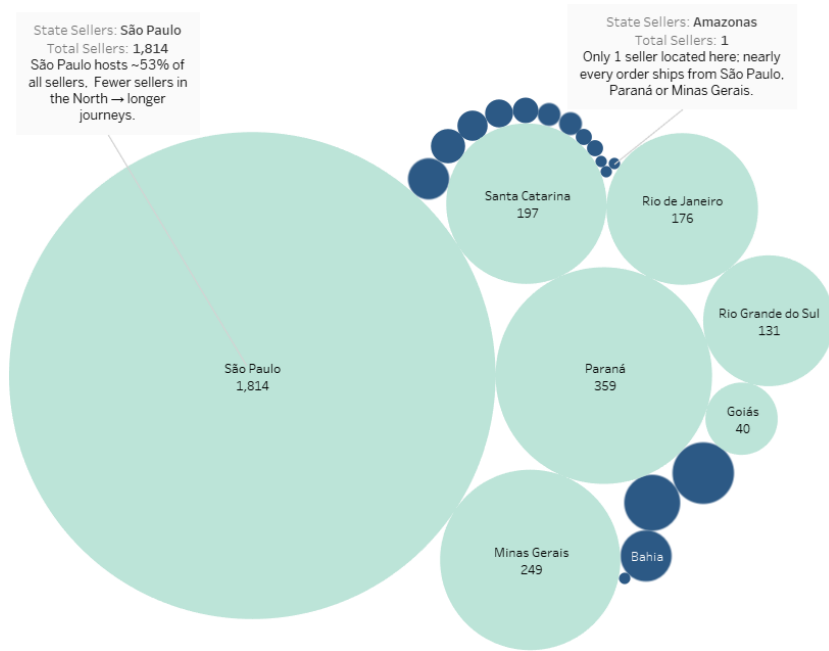
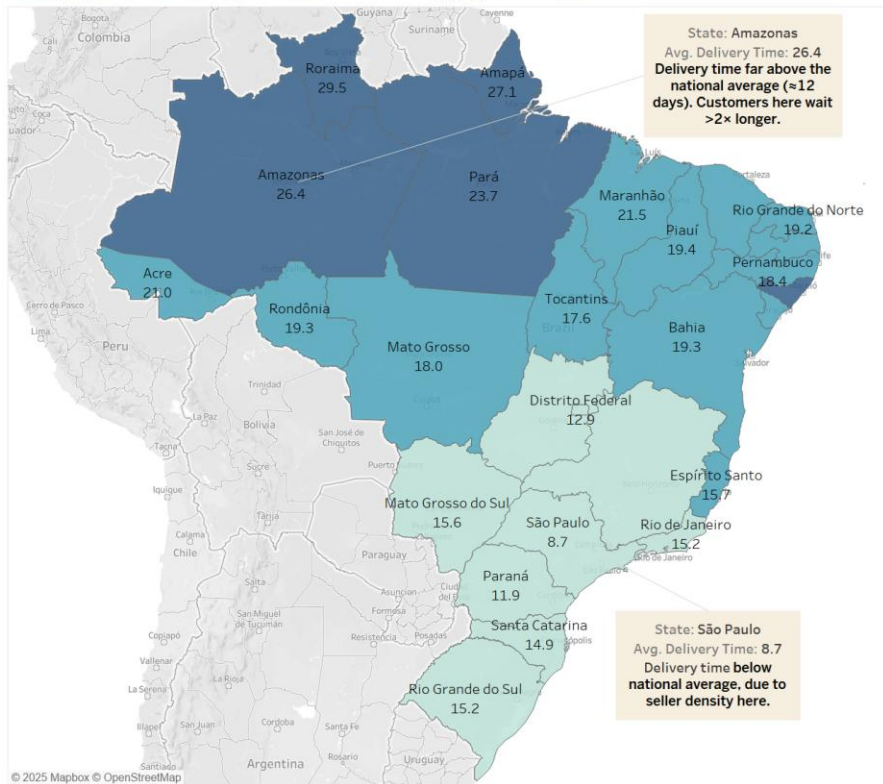
“**computers**” has a very high average (e.g. **€1,098**), but “**telephony**” or “**computers_accessories**” hover around **€70-€120**.



Tech ≈ 12 % of Volume; Mostly Mid-Priced Accessories

How slow are deliveries?

Geographic Variability in Transit Times Highlights Outliers



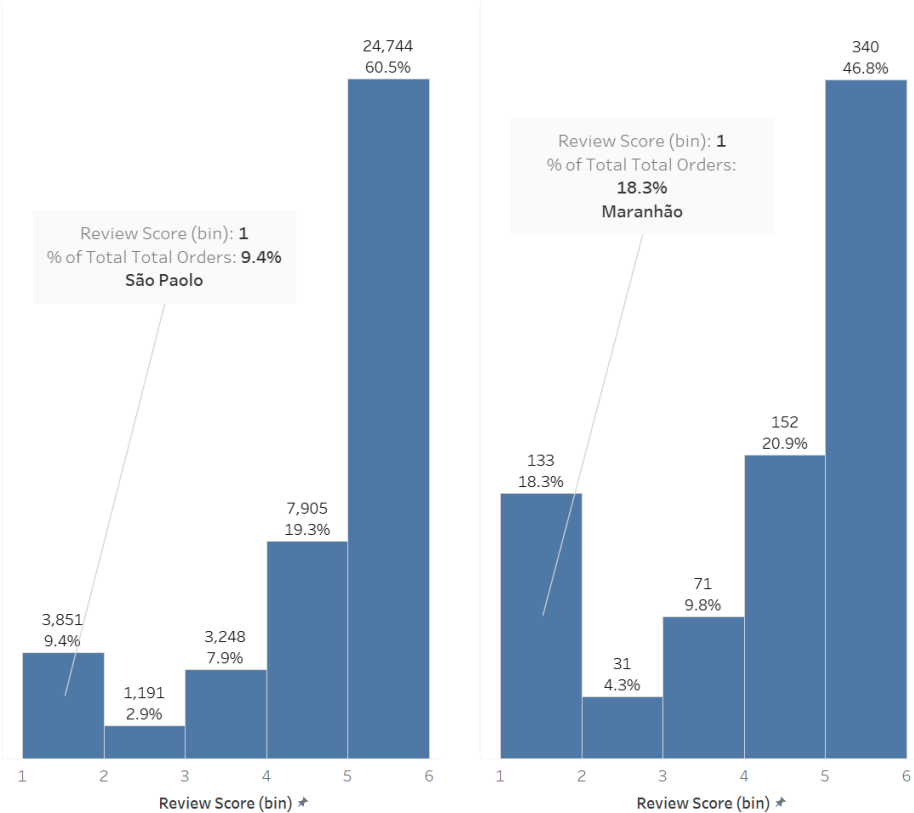
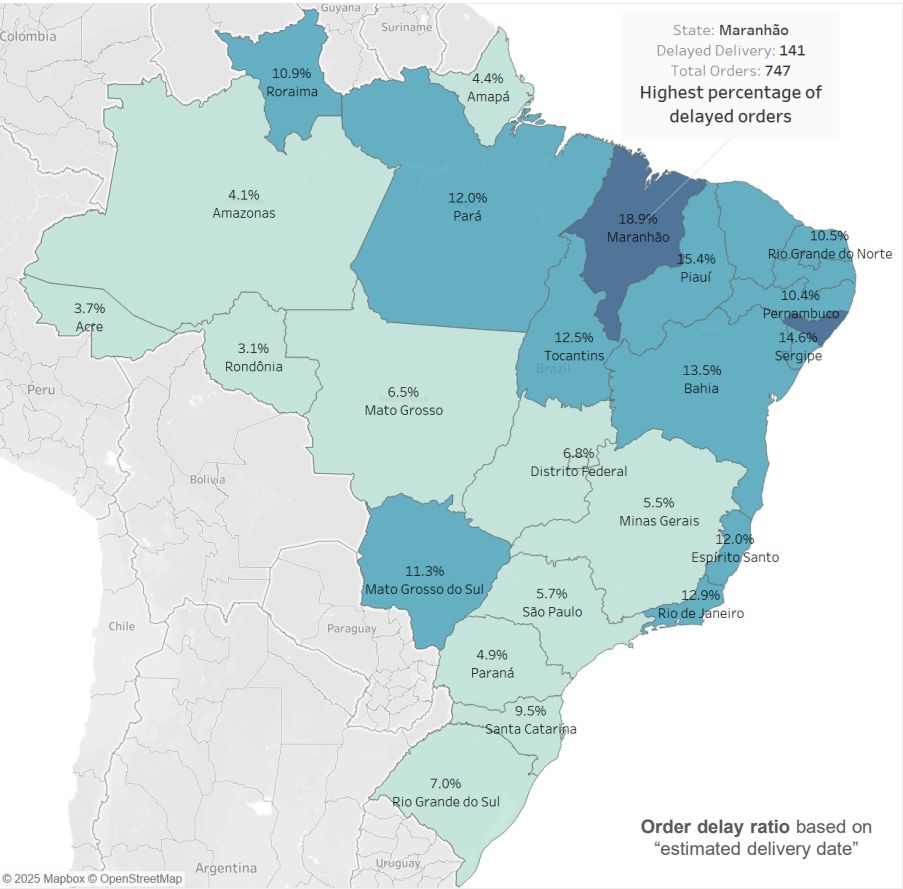
Only **454 sellers** serve **tech products**—most are located in **São Paulo**. Fewer **tech-product** origin points further exacerbate transit times.



Avg Tech Delivery = 12 days \rightarrow Unacceptable for Premium Segment (vs. 2.4 days EU)

Customer Satisfaction

Delayed delivery greatly impacts customer satisfaction



"I bought 27/04 and yesterday 25/05 the post office will deliver and it says address is incomplete."

"Order placed on 07/18 with delivery forecast for 07/26. Today is 30/07 and not even the NF of the product has been issued yet!"

Key Insights

Tech Footprint Is
Small and Mid-Tier



Tech = ~**12-15 %** of
sales, driven by **€100**
accessories.

Delivery Lag Is High
for Remote Regions



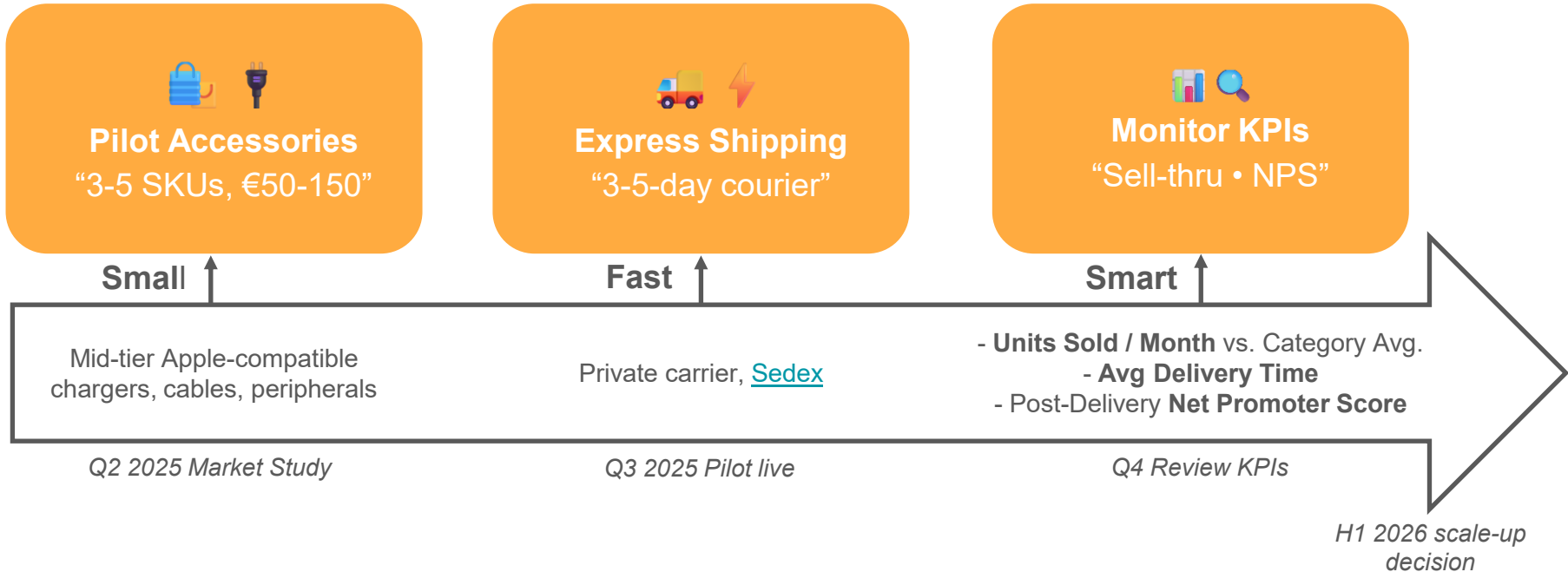
Avg 12 days overall, but
25-30 days to far-flung
states (e.g., Amazonas).

Seller Pool Is Limited



Only **454 tech sellers**
(~**15 %**), mostly
clustered in São Paulo.

Proposed Action



Capturing just 2 % of the accessories market = €280 M TAM.

Magist × ENIAC: Brazil Entry Plan

Questions?

Customers

Map Customers by State

