

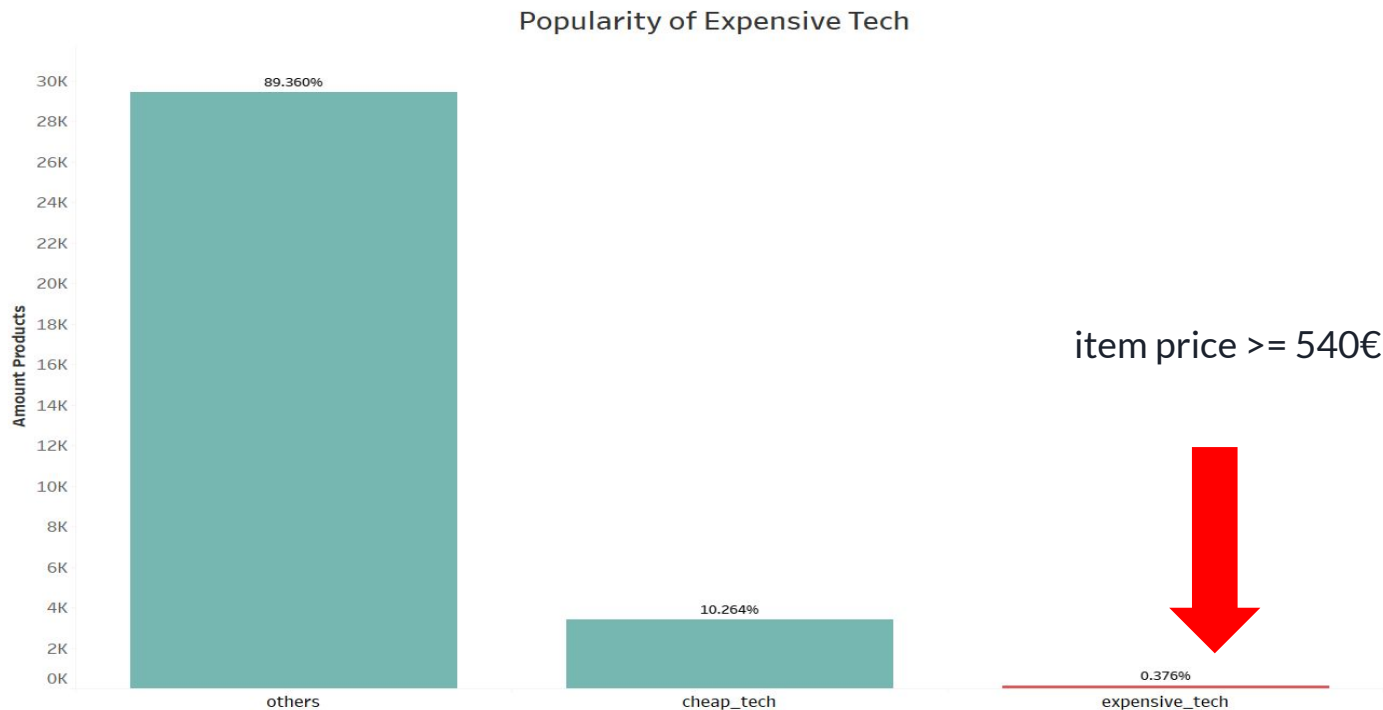


ENIAC Case Study

Group 2: Michele, Eugen, Nils, Bruna and Sibulele

Date: 9 Janaury 2025

First glance- magist is **not fulfilling many expensive tech products**





First glance- magist is **not fulfilling many** expensive tech products

Magist's Sales

Non-Tech		Tech
90%	VS	10%

Average Item Price

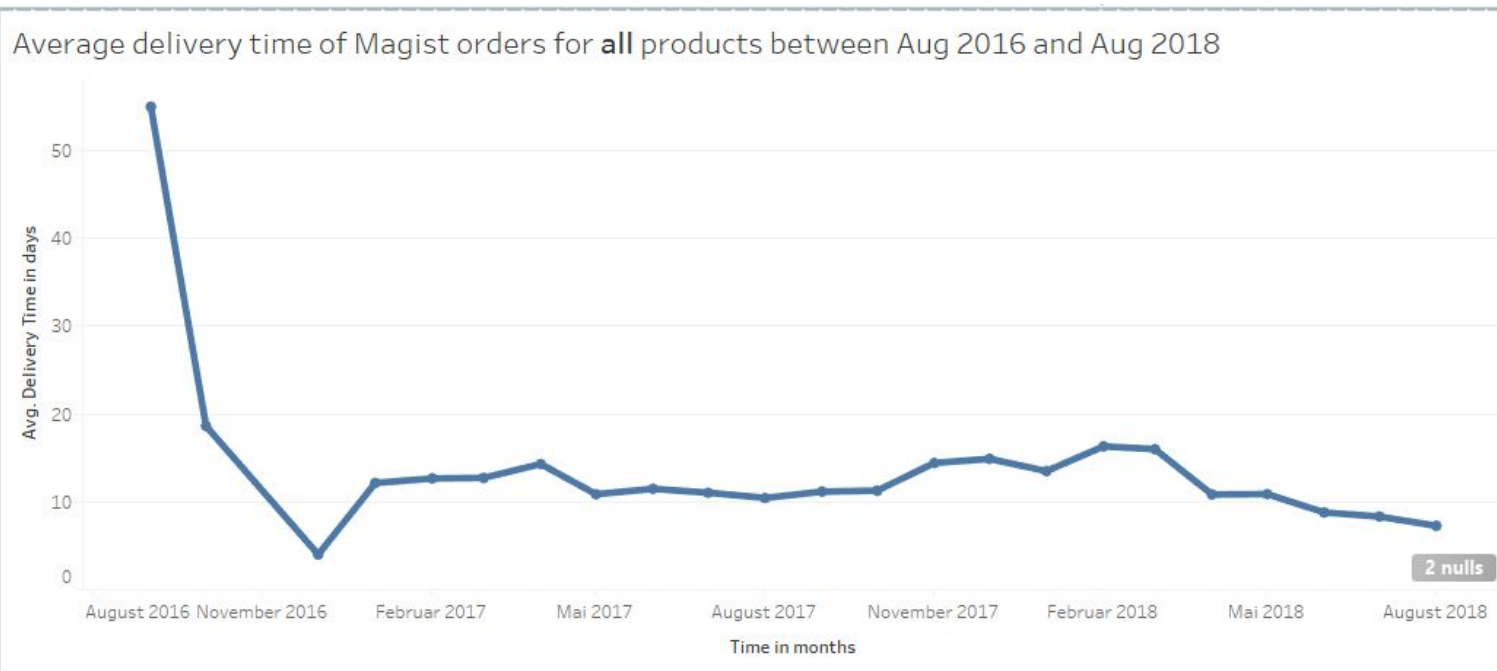
Magist		Eniac
108€	VS	540€

Average Order Price

Magist		Eniac
137€	VS	710€

considered categories: audio, computers, computers accessories,electronics,fixed telephony, tablets_printing_image

However, Magist offers **fast deliveries**





Delivery times in Brazil

Usually, a company in Brazil delivers products within

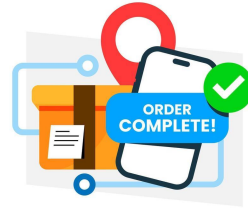
16 days (in 2020)



to all borders of the country.

In Fact...

Magist database shows **93.09%** of all orders were **delivered**,



only 6.91% of orders were delayed,
demonstrating great efficiency.



It is also a trusted Ally in **Customer Experience**

Average Review Score

4



Average Review Answer Time

3 Days





Why Magist is the **Right Choice** for Eniac

For a 3 year trial the **Pros outweigh the Cons**

Pros:

- ✓ **Fast and Cheap Deliveries**
- ✓ **Great Customer Service**
- ✓ **Eniac still sets the price and product catalogue**

Cons:

- ✗ **Very little experience with high end tech products** in terms of price and product catalogue

Supporting Data (Appendix)





Specific Tech products data

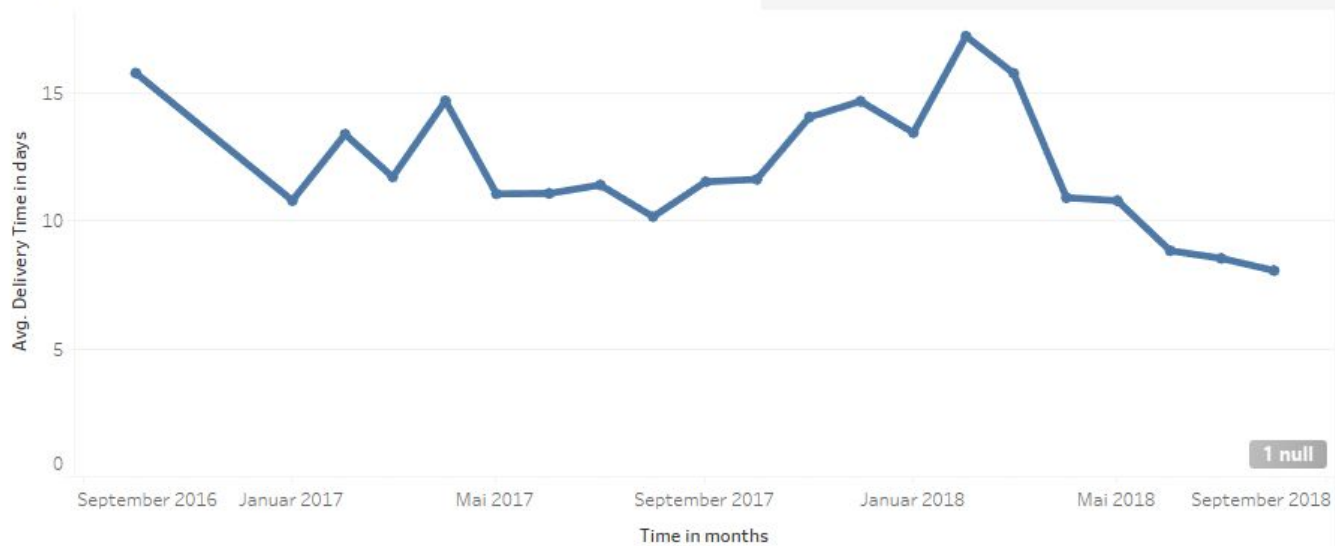
Average Review Score Tech Products

4



Average delivery times for **technical** products

Average delivery time of all Magist orders for technical products between Aug 2016 and Aug 2018





General e-commerce data Brazil and Magist

- **Average delivery time in Brazil:** 21 days march 2020, 16 days may 2020
[Source: statista](#)
- SaaS service offering **for foreign ecommerce partners is relatively low** and the major players are B2C platforms such as Mercado Livre and Amazon
[Source: Eurotext](#)
- Other alternative such as Shopify **also have a low average order value**(Global) i.e. €185 in 2024
[Source: Charleagency](#)

Supporting Data (Appendix- back up)

Distinct non tech categories vs tech categories total orders

