

ENIAC

Eniac – Magist

Possible Partnership Data Analysis



NULL but Emotionally Available –
Erick, Oleh, Mark, Manuja, Belinda

Our Recommendation

NO PARTNERSHIP



Our Recommendation

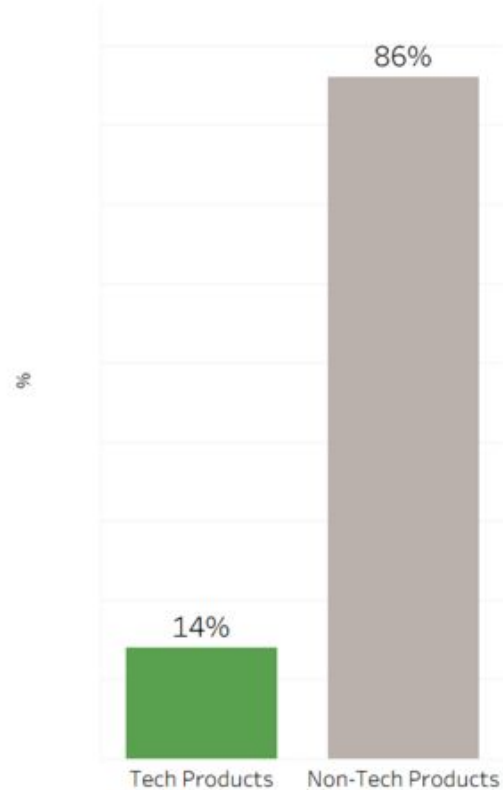
NO PARTNERSHIP



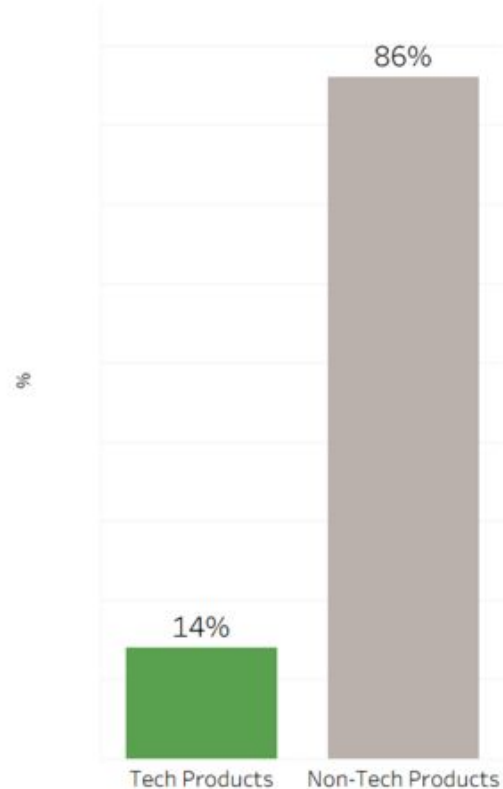
– Magist Product Catalogue –

– Magist's Delivery Times –

Low Percentage of **Tech Products** Being Sold by Magist

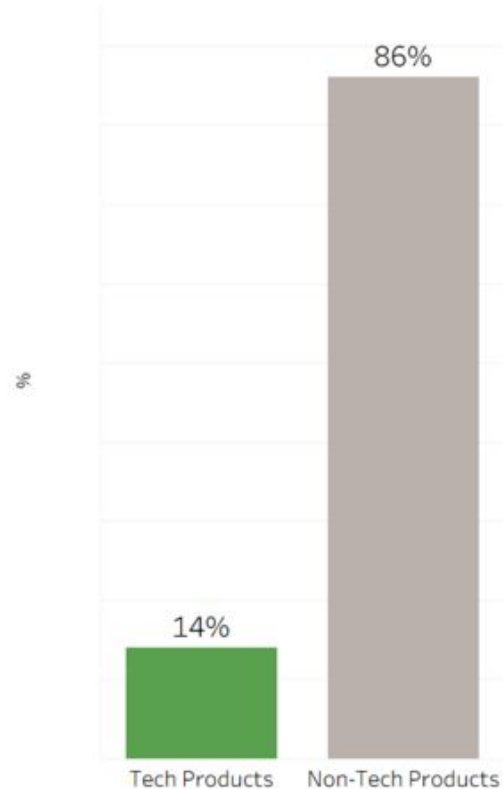


Low Percentage of **Tech Products** Being Sold by Magist



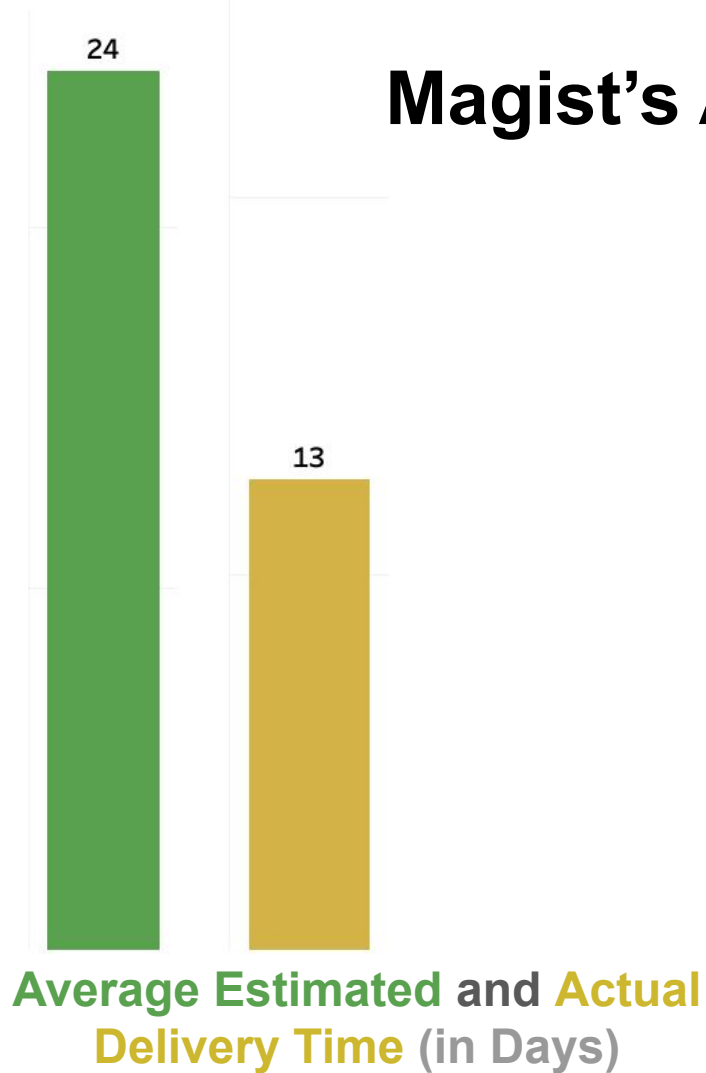
- Average Price of Tech Products sold by Magist: **120€**

Low Percentage of **Tech Products** Being Sold by Magist

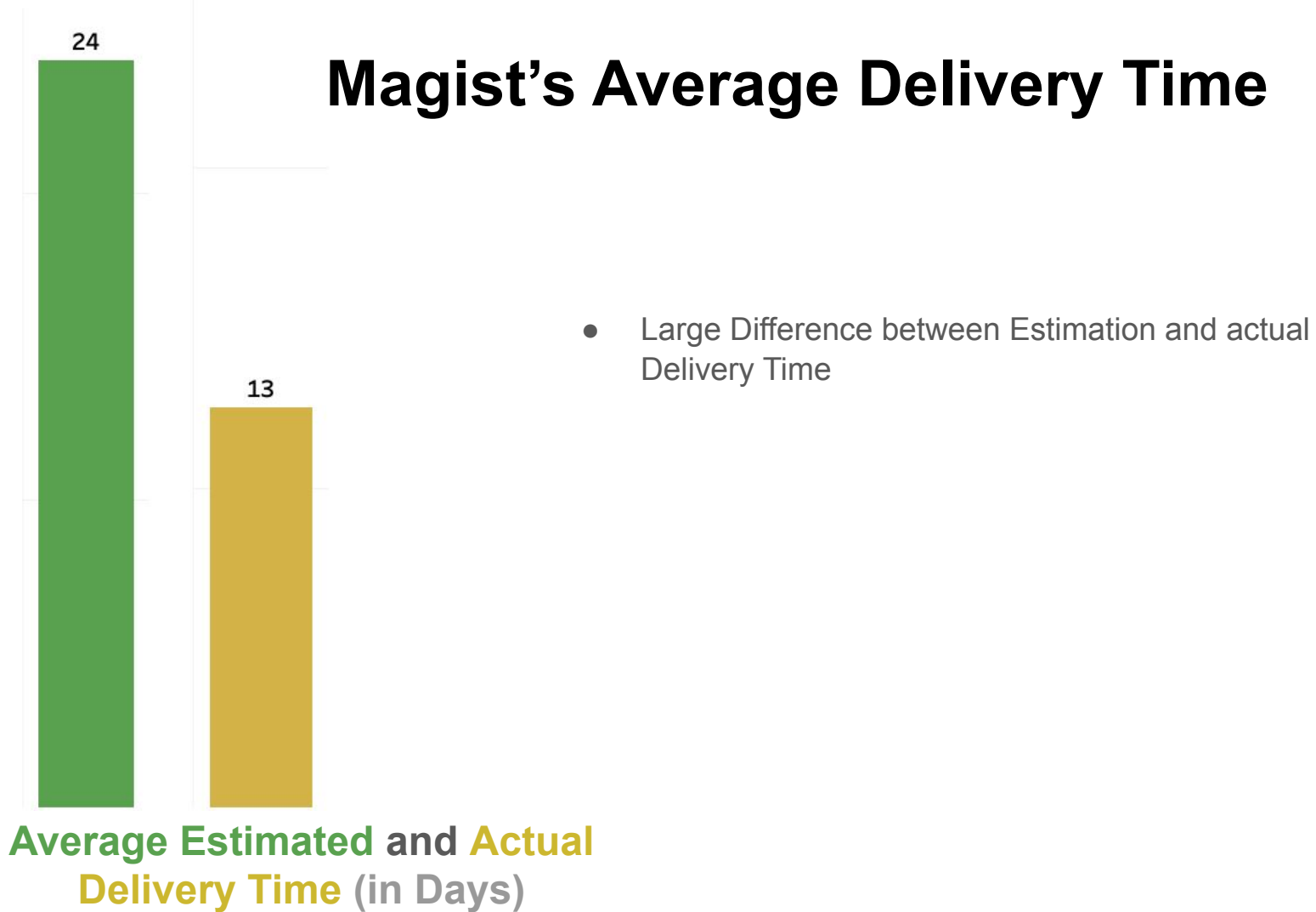


- Average Price of Tech Products sold by Magist: **120€**
- Eniac's Average Item Price: **540€**

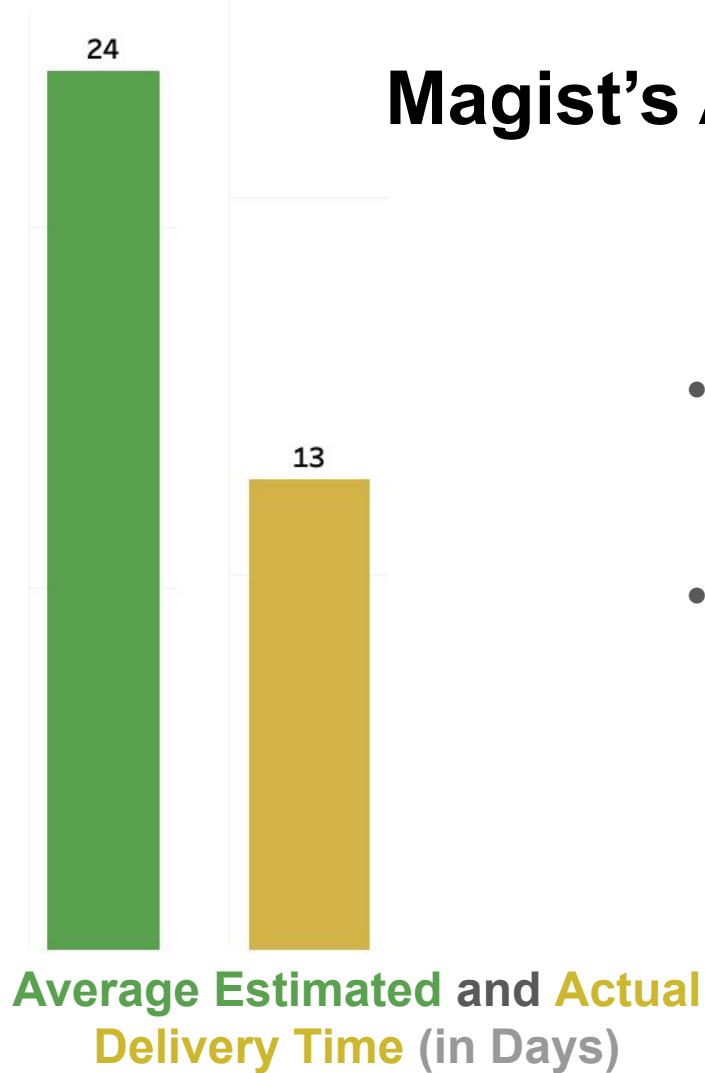
Magist's Average Delivery Time



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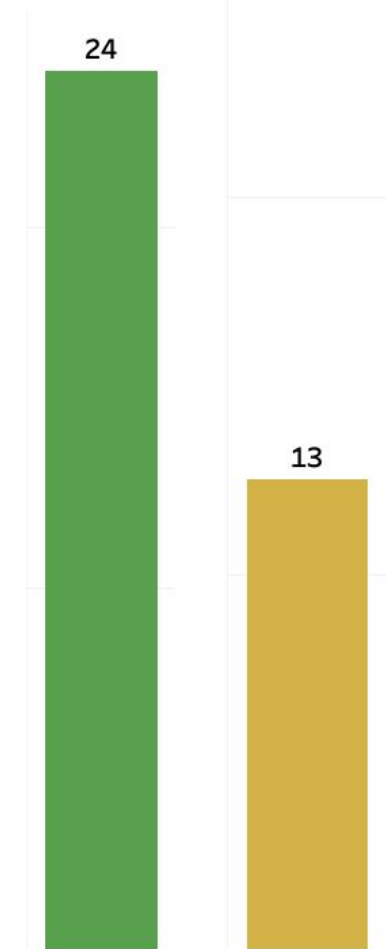


Magist's Average Delivery Time



- Large Difference between Estimation and actual Delivery Time
- Magist's Delivery Times do not match Eniac's Standards

Magist's Average Delivery Time

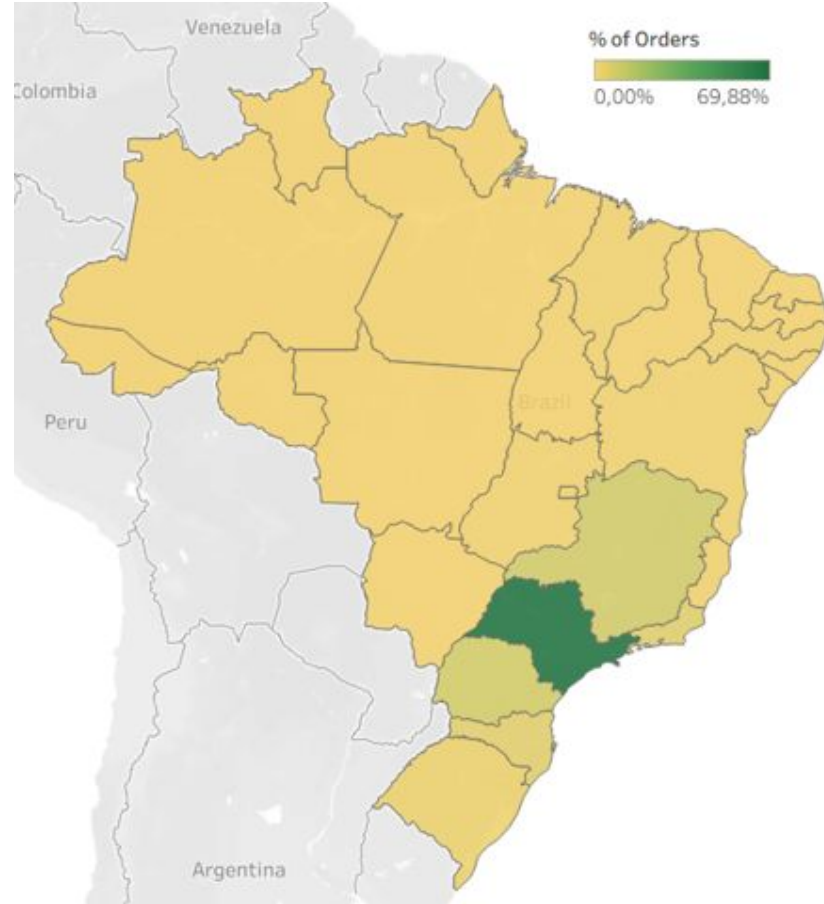


Average Estimated and **Actual**
Delivery Time (in Days)

- Large Difference between Estimation and actual Delivery Time
- Magist's Delivery Times do not match Eniac's Standards
- Average Deadline for Delivery in Brazil: **12 Days** (2015, Sieve)¹

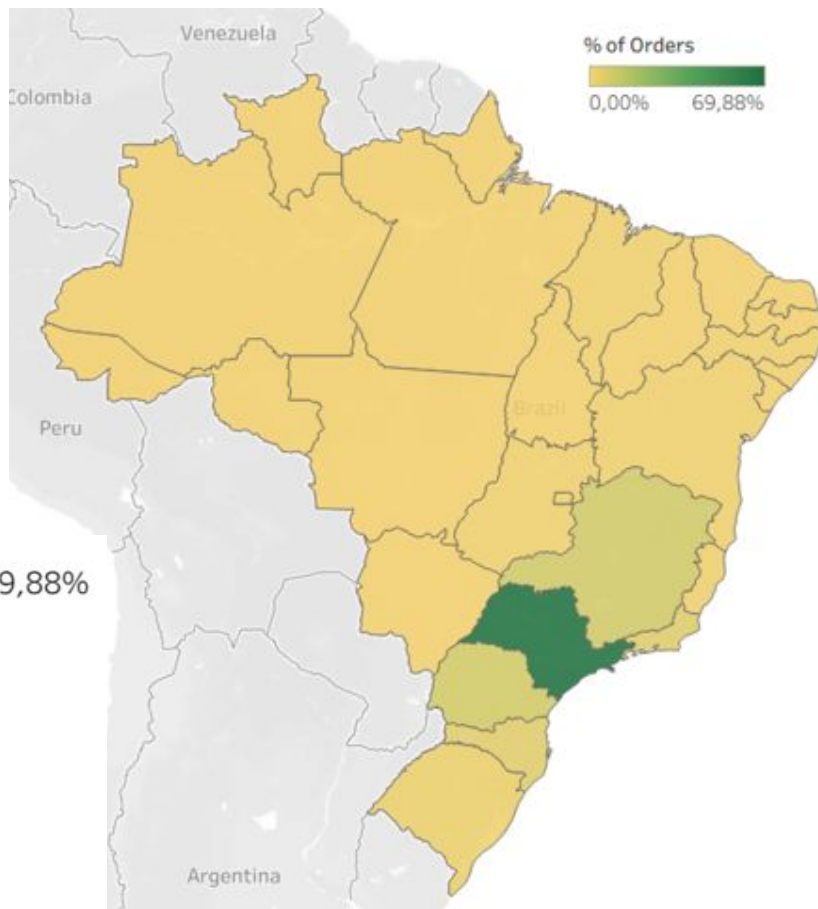
Magist's Orders – State Breakthrough

96% of Magist's orders come from customers living in the Top 10 Brazilian states in the Human Development Index (HDI)²



Magist's Orders – State Breakdown

96% of Magist's orders come from customers living in the Top 10 Brazilian states in the Human Development Index (HDI)²



Conclusion

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- Magist is optimized for non-tech products –
- Delivery times are too slow for Eniac's Standard –

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– Delivery times are too slow for Eniac's Standard –

=> **High Risk to Customer Experience and Satisfaction!**

Thank you!

Appendix

Source 1:

<https://www.terra.com.br/economia/direitos-do-consumidor/veja-a-media-para-entrega-de-produtos-de-compras-on-line,a112eb9a46b3b5ebbc54333534a9c6gpsbRCRD.html>

Top 10 Brazilian states by HDI (Human Development Index). Source: Atlas of Human Development in Brazil (2018).



Source 2: <http://www.atlasbrasil.org.br/ranking>