

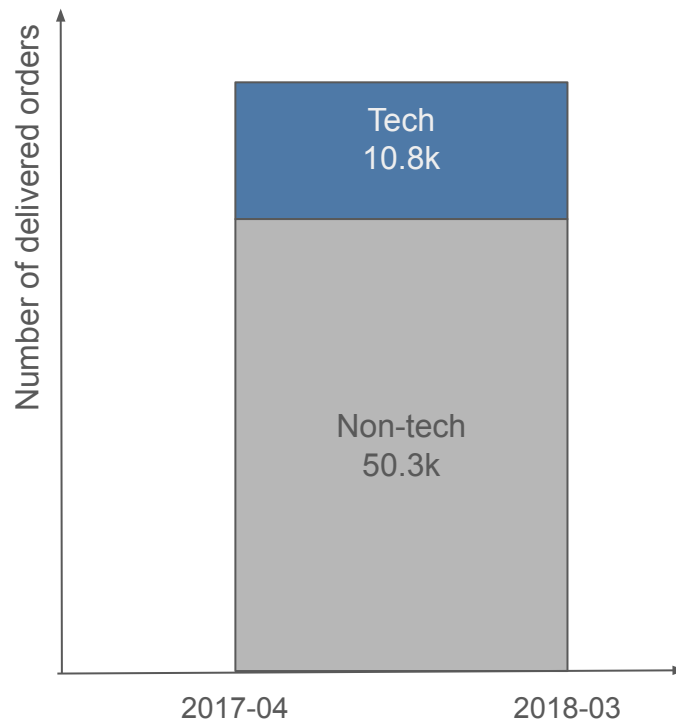
# Case study: Expansion with Magist



Berlin, 2024-10-25  
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# Data

- Order data from Magist
- FY 2017/2018
- Tech vs non-tech segment
- Delivered orders only



# Recommendation

**Do not sign the deal** with Magist and find a more suitable partner

Arguments **not to sign** the contract:

- Magist revenue limitations in tech segment
- Tech products sold by Magist are not high-end

Arguments **to sign** the contract:

- Delivering on time
- Delivering faster than Brazilian average

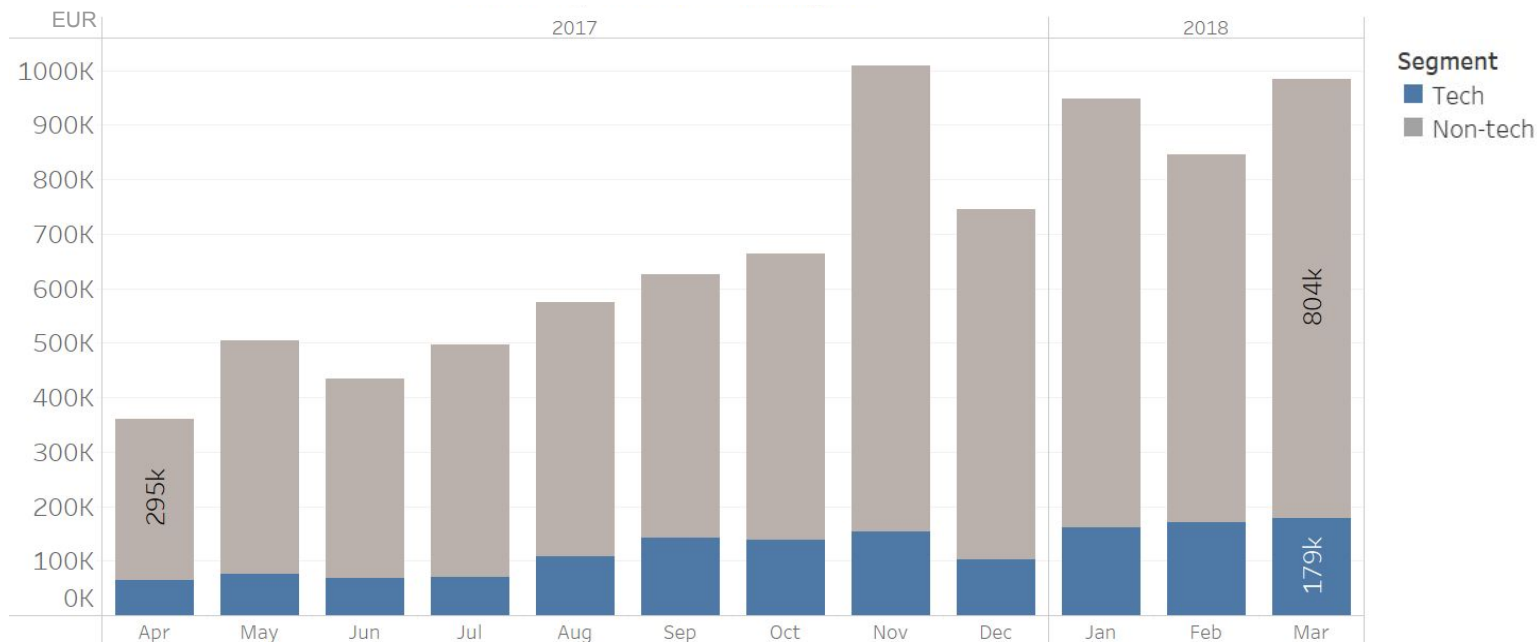
## Magist revenue limitations

**Magist revenue** EUR 1.4M for tech segment is equivalent to

**10%** of ENIAC's current revenue.

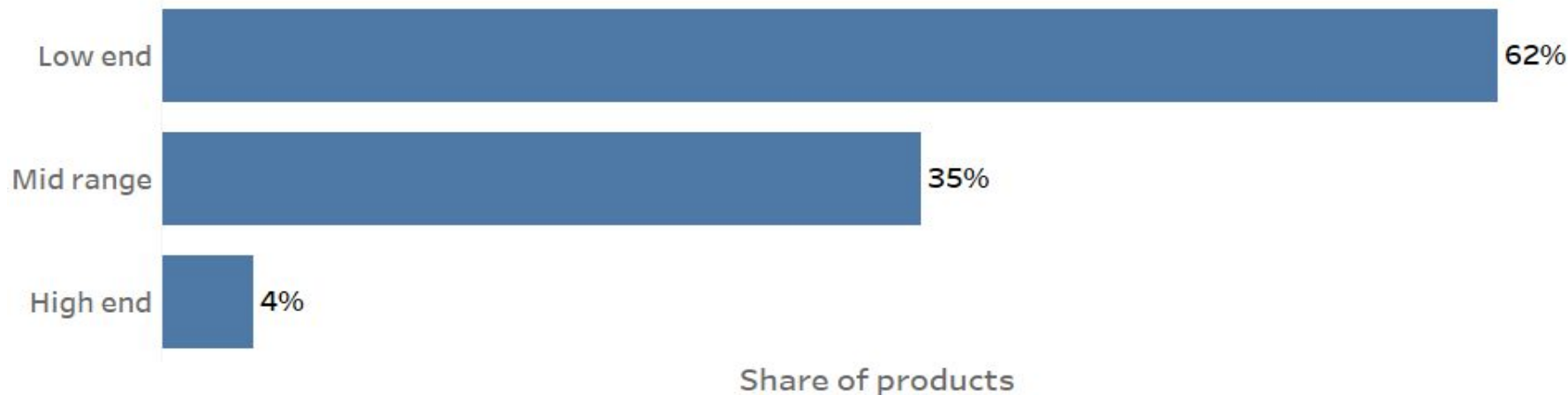
## Magist revenue trend

- **Threefold growth** over the year for both **tech and non-tech** segments
- However, it shows **stagnation** towards the end of the assessed period



## Product tier in tech segment

- Magist focus is on selling **low-end** and **mid-range** products (below EUR 500)



# On time delivery

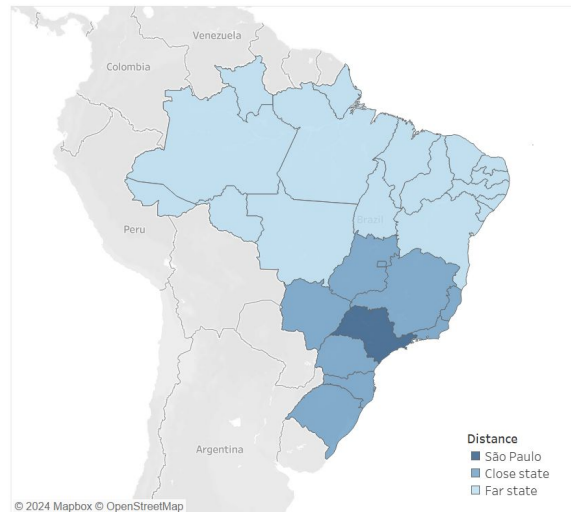
- Magist average estimated time of delivery **25 days**



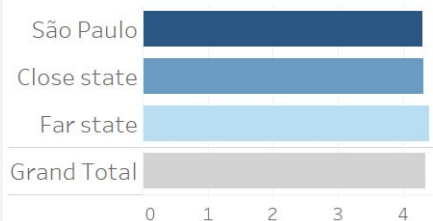
## Delivery time

Delivery time	Days
Magist	15
Brazilian average	20
Customer expectation	14

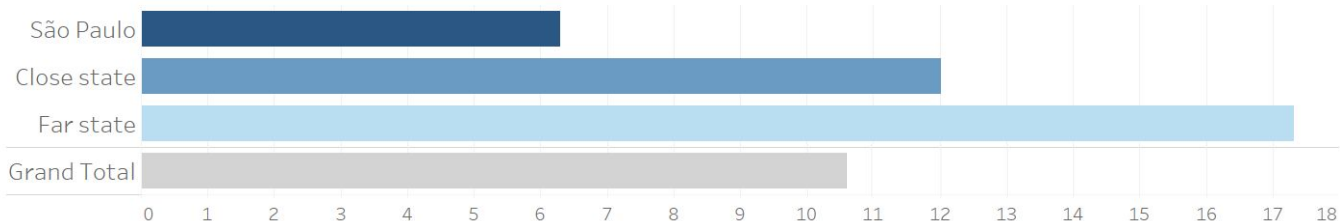
Purchase to customer



Purchase to carrier



Carrier to customer





# Key takeaways

The Brazilian e-commerce market has significant growth potential.

So far, Magist does not have the capacity to meet this potential.

Ensure Magist is willing to:

- expand **warehouse capacity** for faster delivery to support growth
- focus more on **high-end tech products**

Alternatively:

- Find a partner with a potential to grow

*Thank You!*