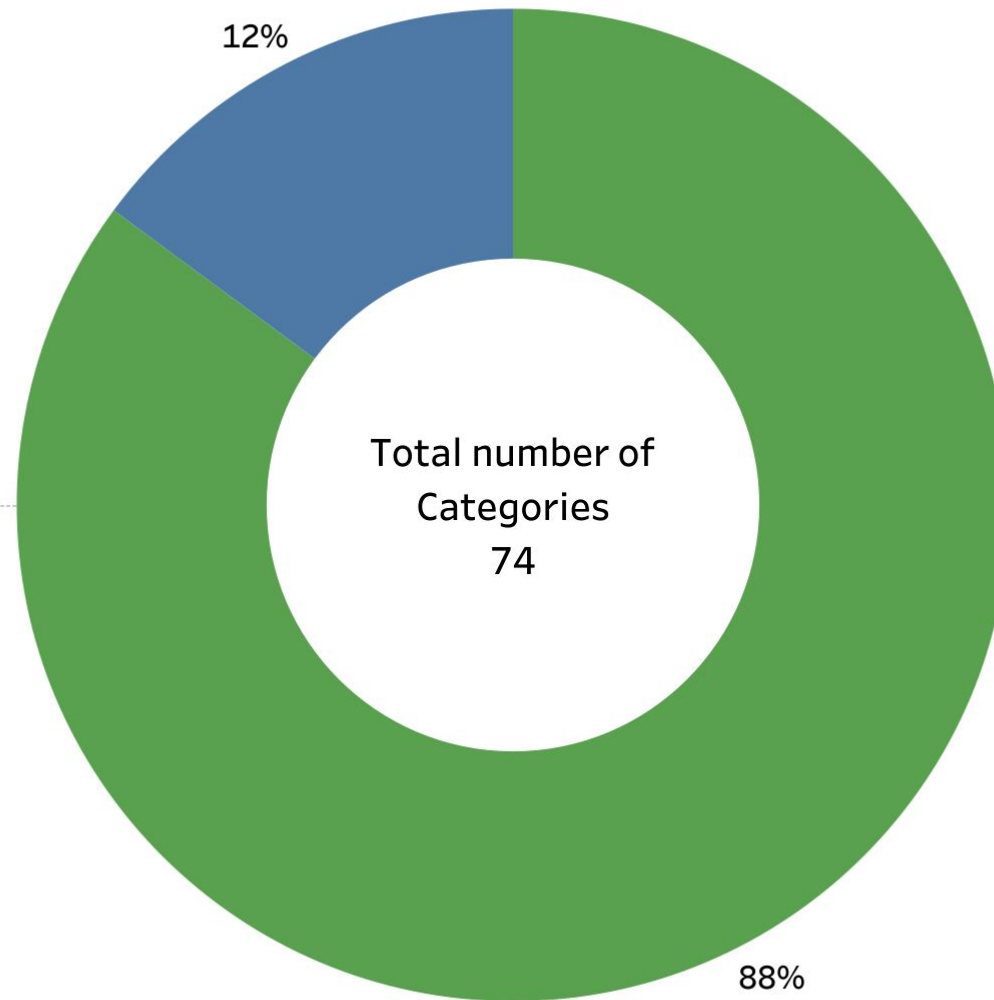
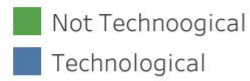




Magist: good fit to expand to Brazil

Asli  
Carlos  
Sahand



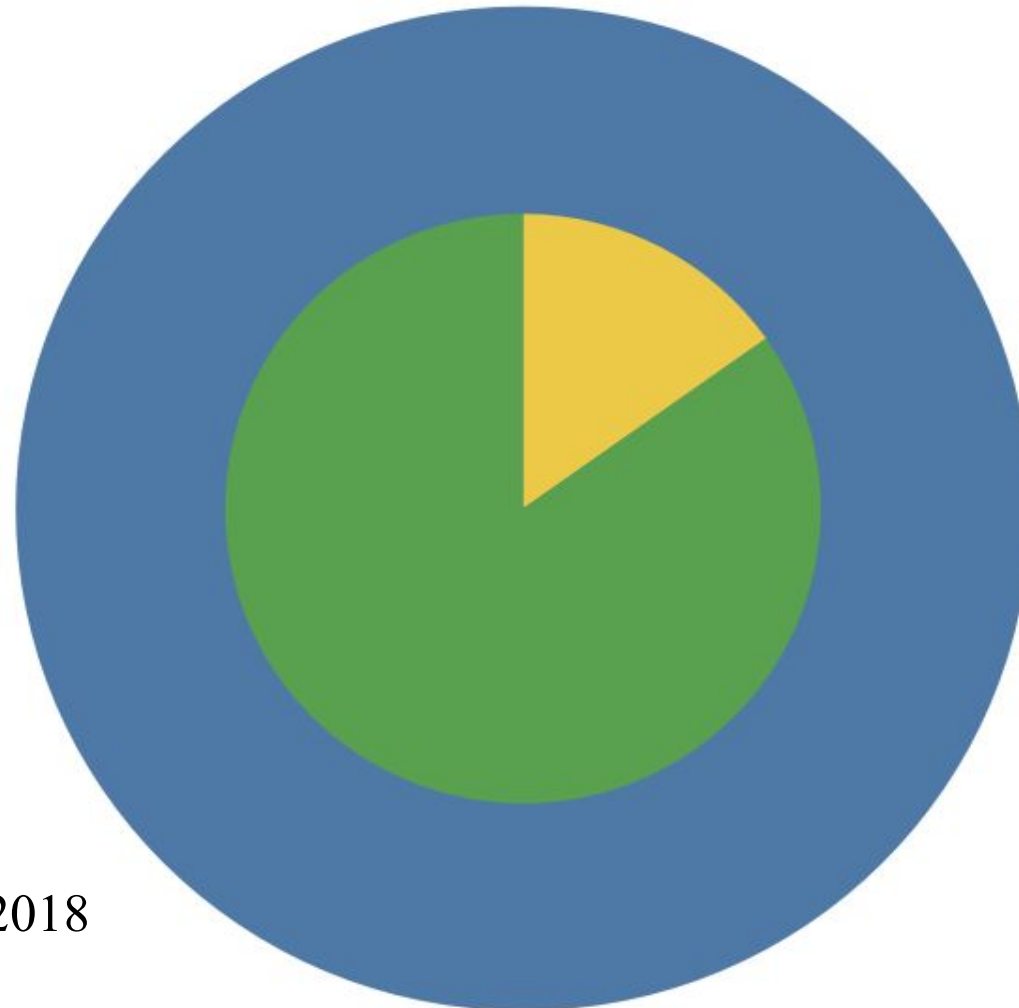


**74 Categories. 11  
Categories are  
Technology- related**

**Technology-related  
categories make up  
only 12% of all  
categories offered by  
Magist**

# Low Revenue on Technological Categories!

- Eniac Revenue 14 M
- Magist Revenue 8.2 M
- Magist Revenue only for Technological Products 1.3 M



Revenues between  
April 2017 to March 2018

# Growth of tech orders and revenue

Order count of tech products (2016 - 2018)



Revenue of tech products (2016 - 2018)



Number of tech orders increased  $\approx 2000\%$



- Strong internal strategy or **product-market fit**.
- **Significant market share** within a short time.

Revenue increased 100K euros



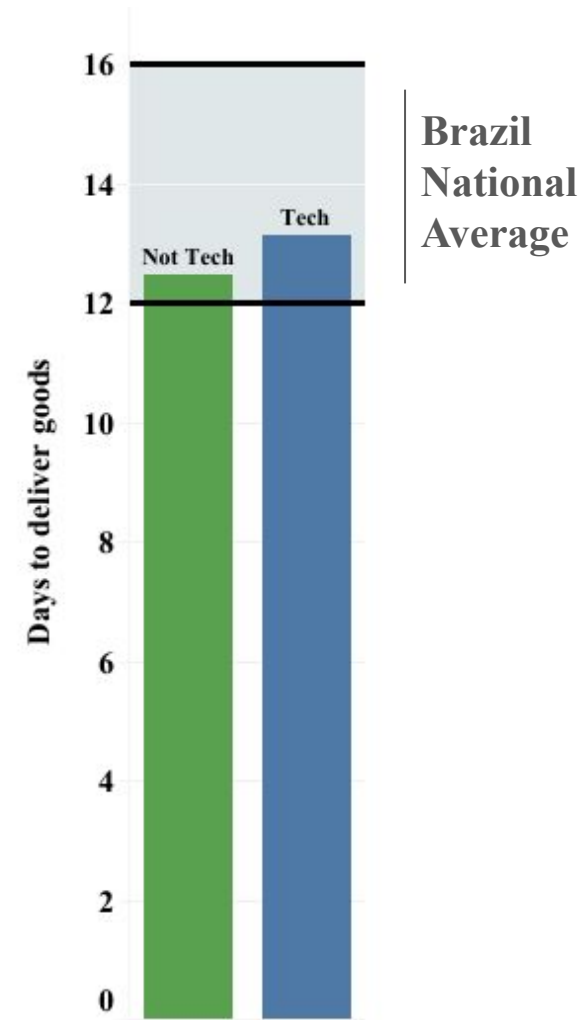
- Potential **better pricing**, installment plan, or **higher-end tech** products.

# Acceptable performance on delivery

Magist has delivered **97%** of all the orders.

According to Magist estimated delivery time, **7%** of orders been delayed.

But Regardless to Estimated time,  
The average delivery time from Magist **aligns** with the Brazil national average.



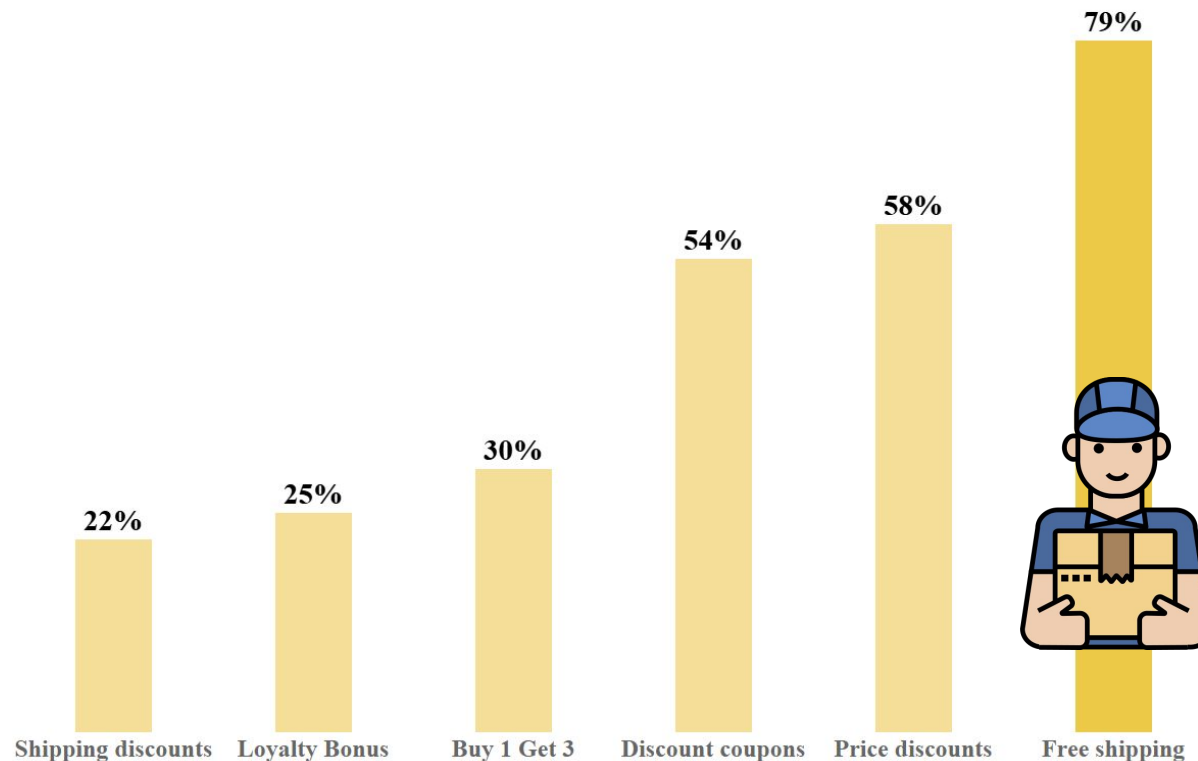


# Shipping Rate

On average, the shipping cost is 6.3€/KG.

With our product portfolio, we can expect 1% to 1.5% shipping cost Based on our product price and package size.

**Free Shipping:** preferred promotion in purchases in Brazil

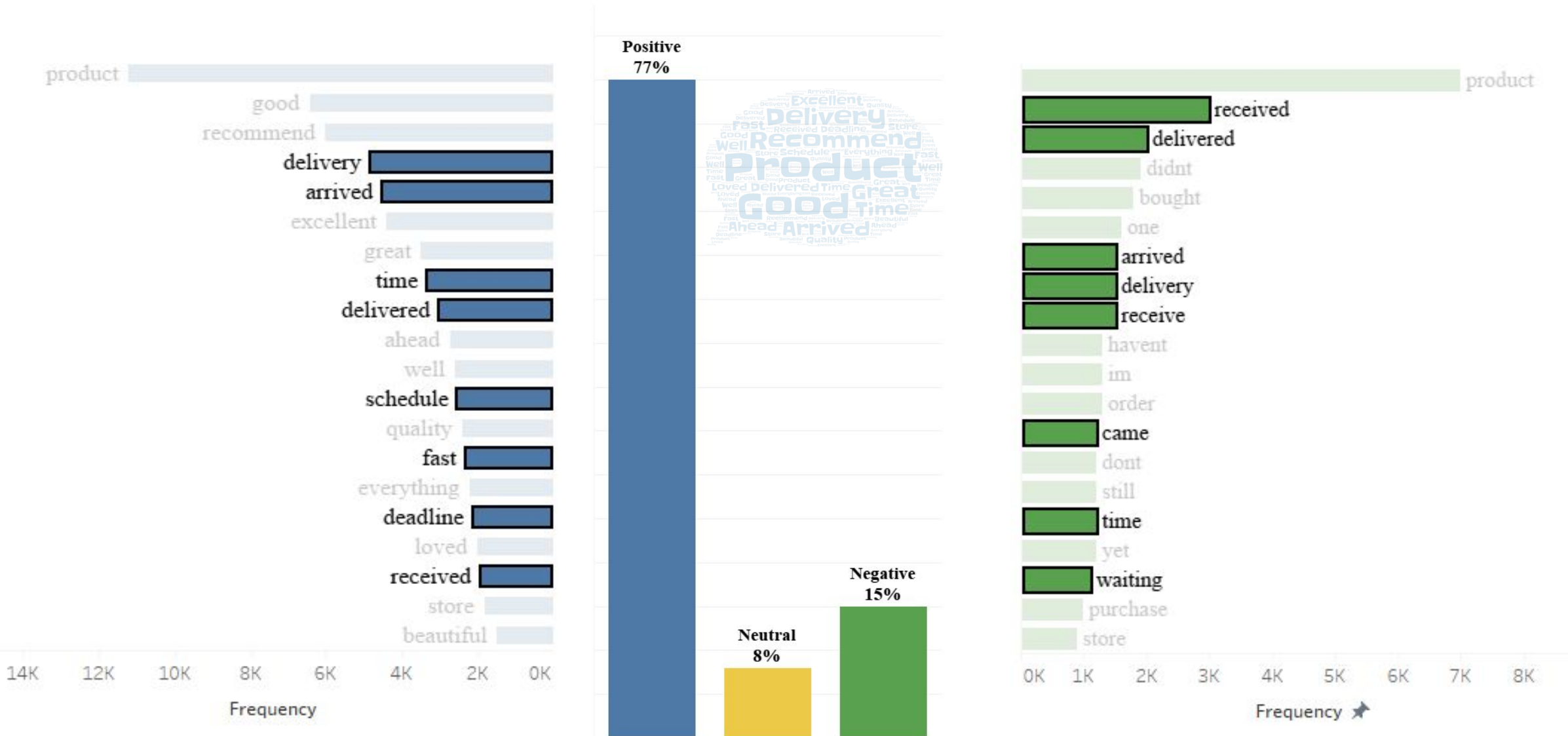


**Free Shipping** Promotion would be a cost-efficient strategy for launching our products.

# Reviews

We have analyzed reviews based on **score** and **comments**.

Review Distribution



# Conclusion



Magist handles tech well — not dominant, but a profitable niche. Potential to grow with a dedicated brand like Eniac.



Strong logistics fulfillment — promising for premium products, which must arrive reliably.



Magist is gaining traction — suggesting strong marketplace demand and adoption in Brazil.