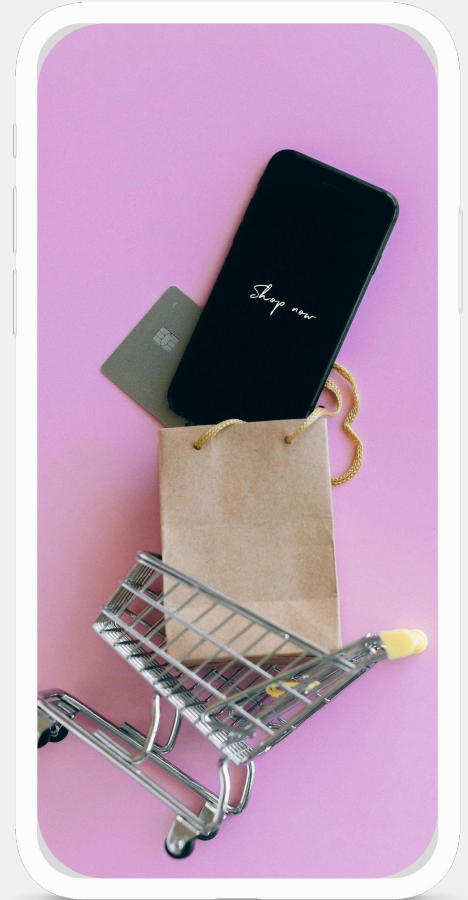


Eniac

Expansion to the Brazilian
market



Recommendation

Magist is **not** the best partner for Eniac's **expansion** to the Brazilian Market.



Data analysis



1

Data Quality



2

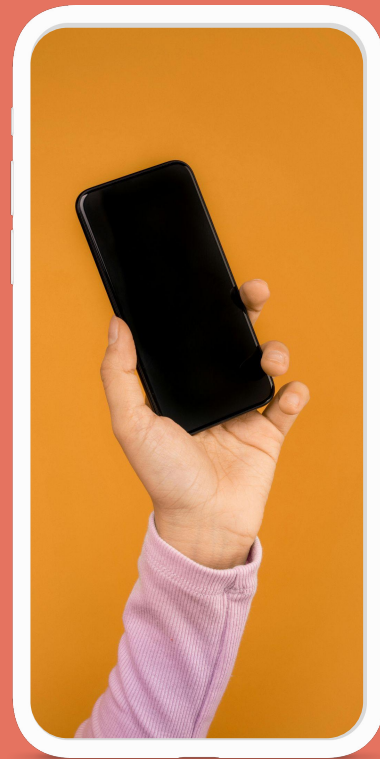
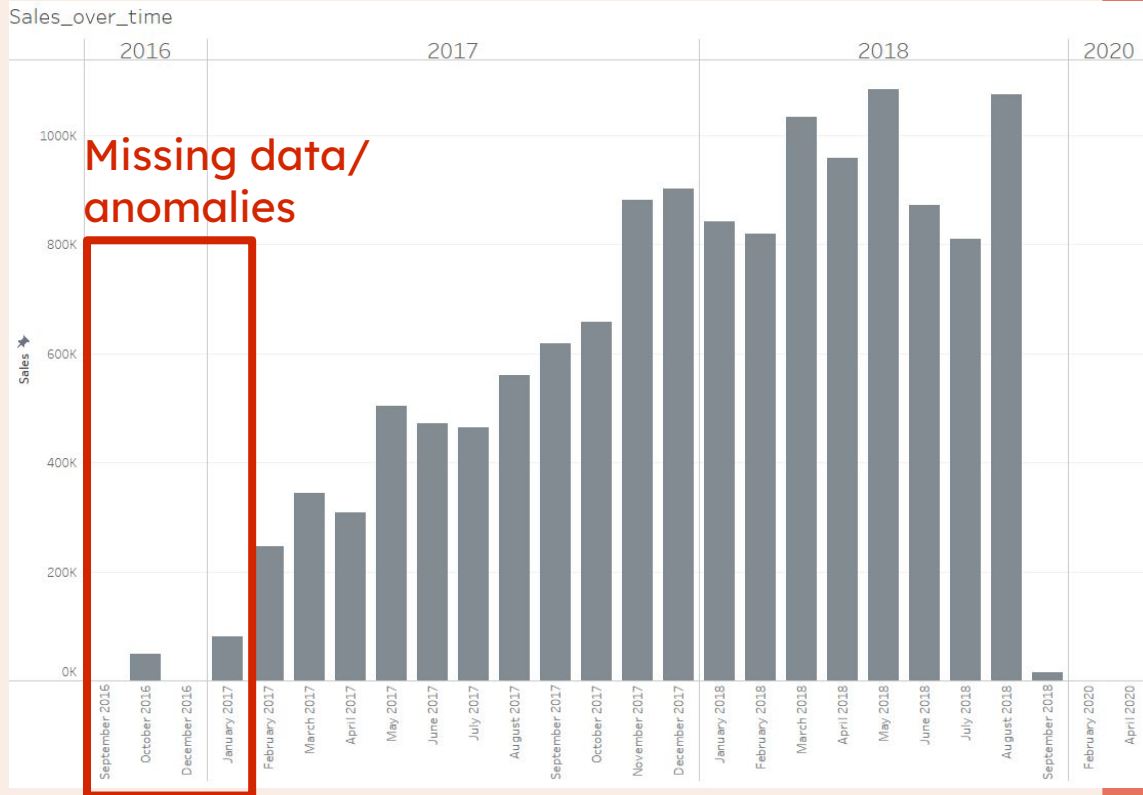
Tech experience



3

Delivery time

Data Set



Tech products

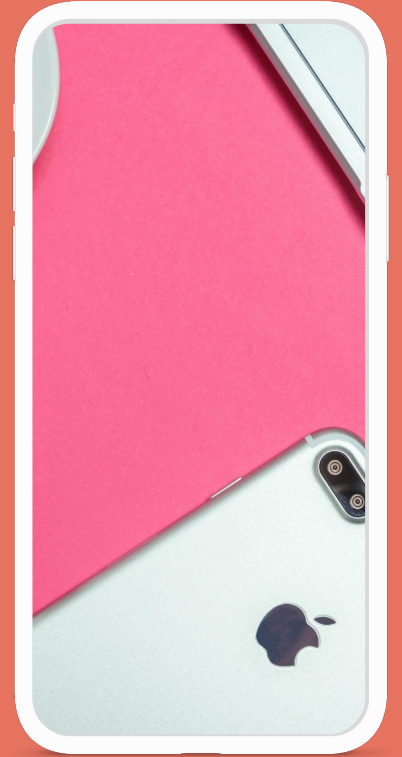
20% of the products sold in the analysed period were tech products

118 € is the average price of tech products sold in cooperation with Magist
... compared to the average price of our products of **540 €**

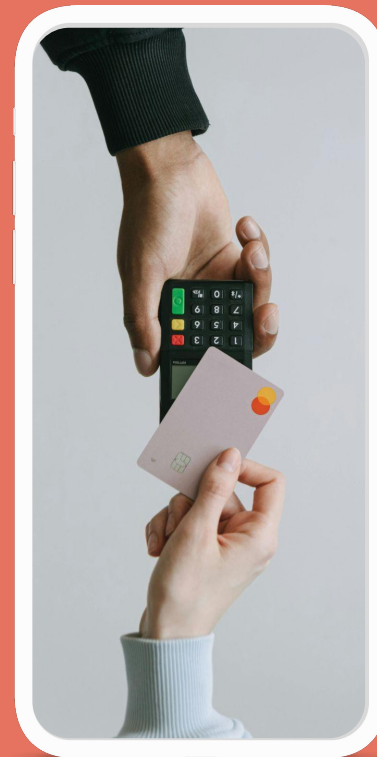
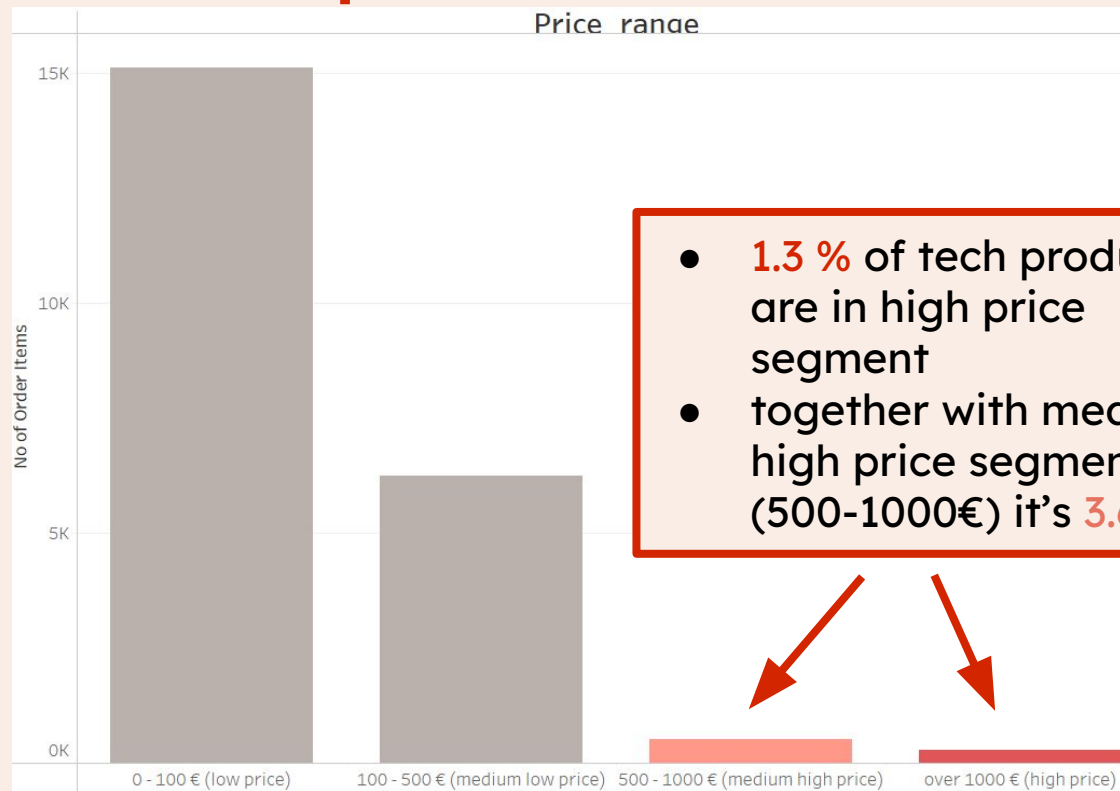
1

2

3



Tech products

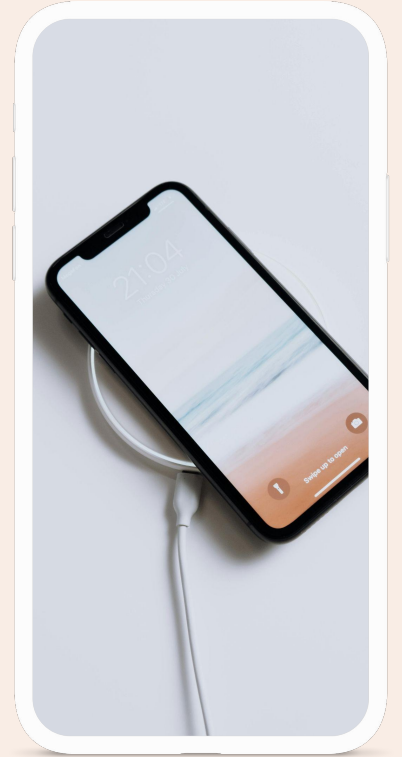


Not many tech sellers

Magist had **3095** active sellers..

.. of which only **820** ever sold *any* tech product.

That's just about **26%**

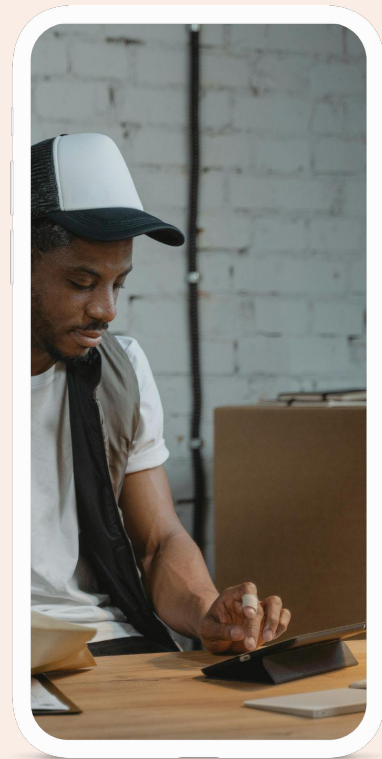


Sellers **don't sell** much **tech**

In value, products sold via **Magist** amount to
16 m €

Among these only **2.6 m €** of tech products.

That's just about
19%

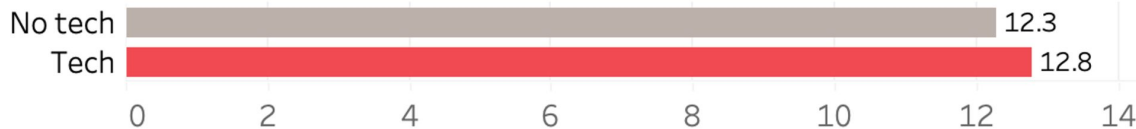


HIGHLIGHTS

Delivery Time

Average delivery time between **tech** and **non-tech** orders is very similar

Order Category



Average Delivery Time (Days)

Tech
orders:

93.1%

On time

6.9%

Delay

1

2

3



Average
delivery time
for **all** orders

12.4
days

Conclusions

The Data does not allow for a strong pro-Magist argument, it is **too little**, contains **gaps** and **anomalies**

Generally, **delivery** in Brazil takes longer. Finding a **faster** partner would still be desirable.

Magist does not have much experience in dealing with **high-end tech products**.