



Evaluating Magist as a Partner for Eniac's Expansion into the Brazilian market

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01

Expansion into Brazil

Brazil presents a promising expansion opportunity for Eniac



Why Brazil?

- Brazil is one of the largest and fastest-growing eCommerce markets in Latin America¹
- Significant growth potential for Eniac



Challenges

- Lack of local market knowledge
- Need for ties with local providers and services

1) Source: <https://www.statista.com/topics/4697/e-commerce-in-brazil/>



02

Introduction to Magist

Magist Provides Comprehensive Services for Order Management



Who is Magist?

- Brazilian SaaS company
- Centralized order management
- Stock and warehouse management, product shipment, and customer service



Advantages

- Economies of scale
- Reduced costs and bureaucracy



03

Suitability Analysis



Magist's product range includes a diverse array of products

Magist's diverse product coverage includes various categories

75 categories

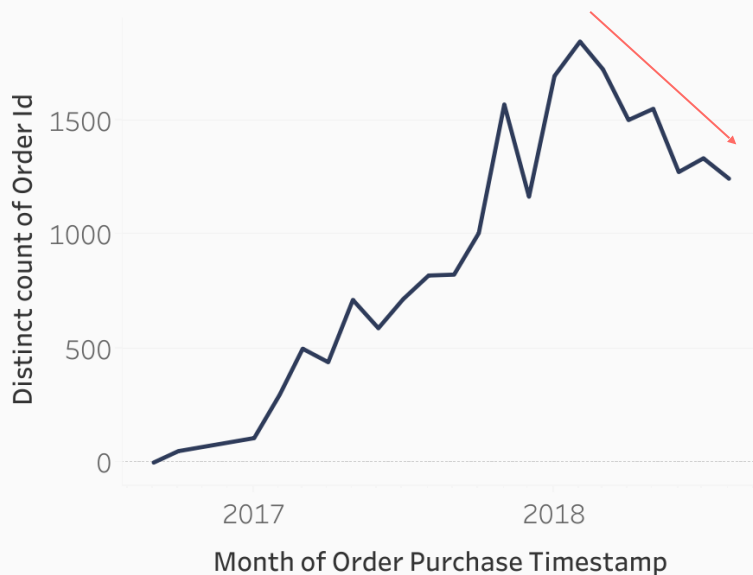
Tech products account for

11 categories¹

1) Tech product categories: audio, computers, computers_accessories, consoles games, dvds blu ray, electronics, fixed telephony, pc gamer, tablets printing image, telephony, watches gifts



Magist's Tech Orders Initially Rose Before Declining Since February 2018



Tech products account for 21% of all orders

Tech orders increased significantly up until Feb 2018, showing strong growth potential

Notable decrease of $\approx -33\%$ in tech orders since February 2018



Magist's prices for tech products are below our average

133€

is the average price for Tech products

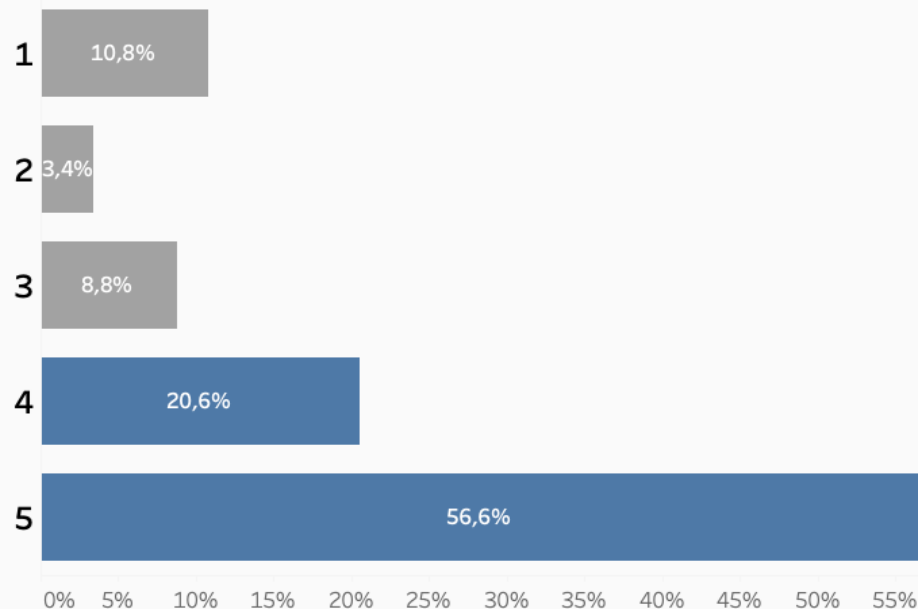
5%

of all Tech products sold are priced 500€ or more



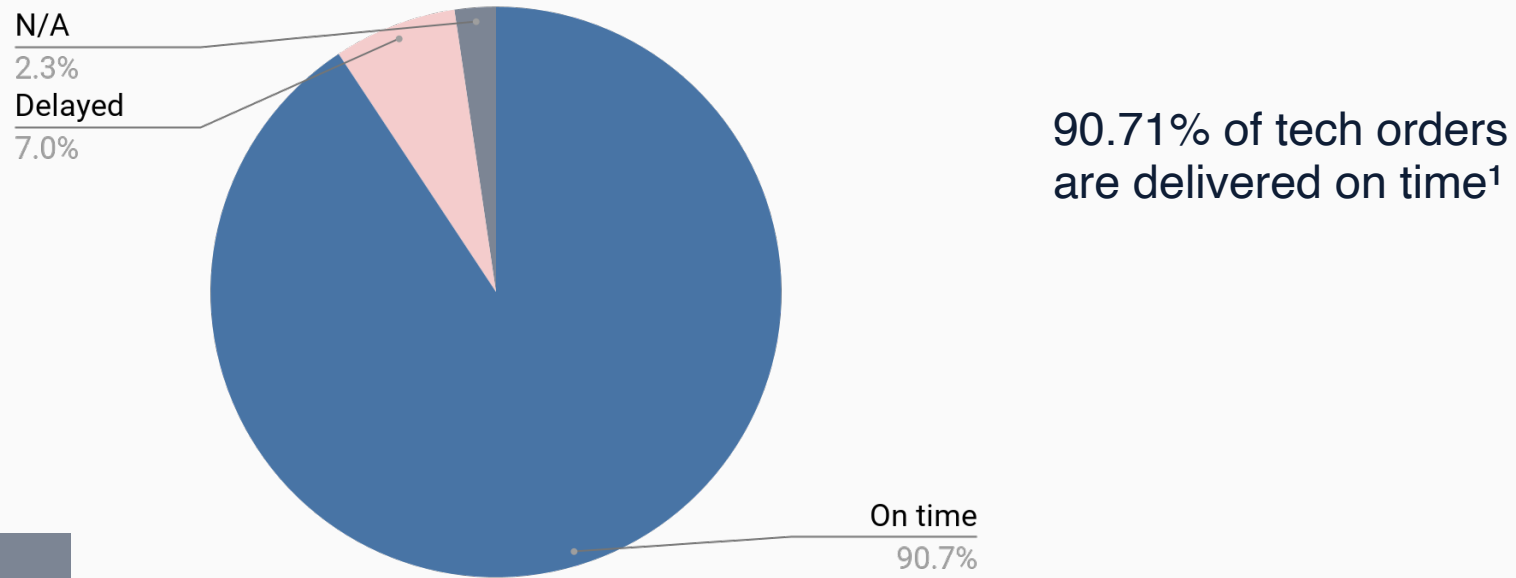
Tech Product Orders at Magist Show Good Level of Customer Satisfaction

77% of all delivered orders in the tech category receive a score of 4 or 5¹



1) Satisfaction scores are rated on a scale of 1 to 5, with 1 being poor and 5 being excellent

Magist Delivers $\approx 91\%$ of Tech Orders On Time



1) On time = delivery date customer is equal or smaller than estimated delivery date; Delayed = delivery date customer is bigger than estimated delivery date; N/A = not applicable to data



04

Conclusion & Recommendation

Magist is not our ideal partner, but still a good start

Tech products

Magist's focus on tech products is limited when compared to the overall categories.

Good Customer satisfaction

77% of tech product orders received a score of 4 or 5

Good delivery performance

Magist's delivery performance is generally good, with average delivery of 13 days.

WATCH OUT:

Ask Magist to explain why the tech sellers number is increasing, but the tech products orders have been declining for the past 6 months.



Proceed with Caution and Use Magist as an Interim Solution

1 year contract + CPA payout

Instead of 3 years. Also have a mixed model payout: fix cost + Cost Per Action (e.g. when order is delivered on time, or cost per sale, or other actions).

Build brand awareness

During the test, focus marketing efforts on brand awareness in Brazil, optimizing campaigns based on the acquired direct market knowledge.

Explore alternative partnerships

During the test, search and contact other SaaS partners in Brazil that are a better fit (e.g. shorter delivery time, more tech experience, etc.).



Thanks!

Do you have any questions?

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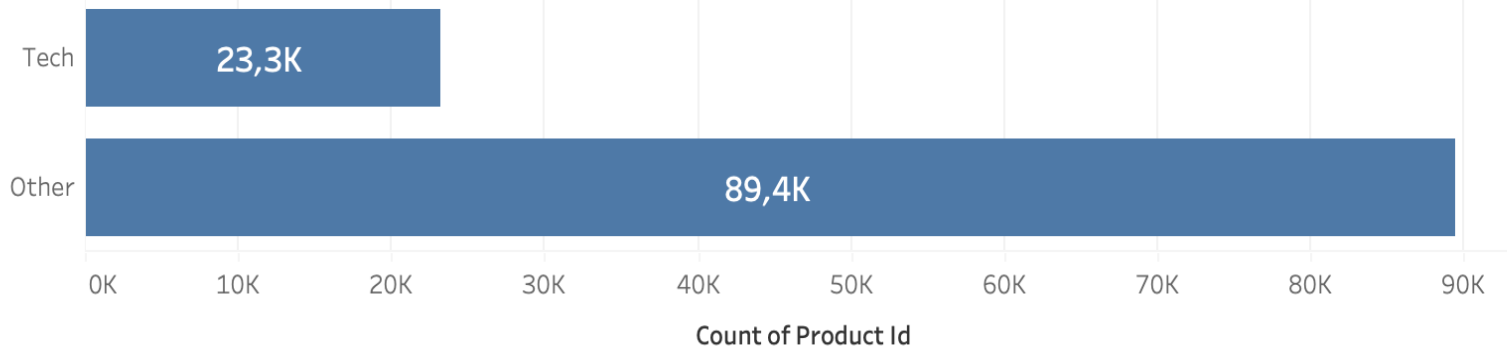
Appendix



Plot1

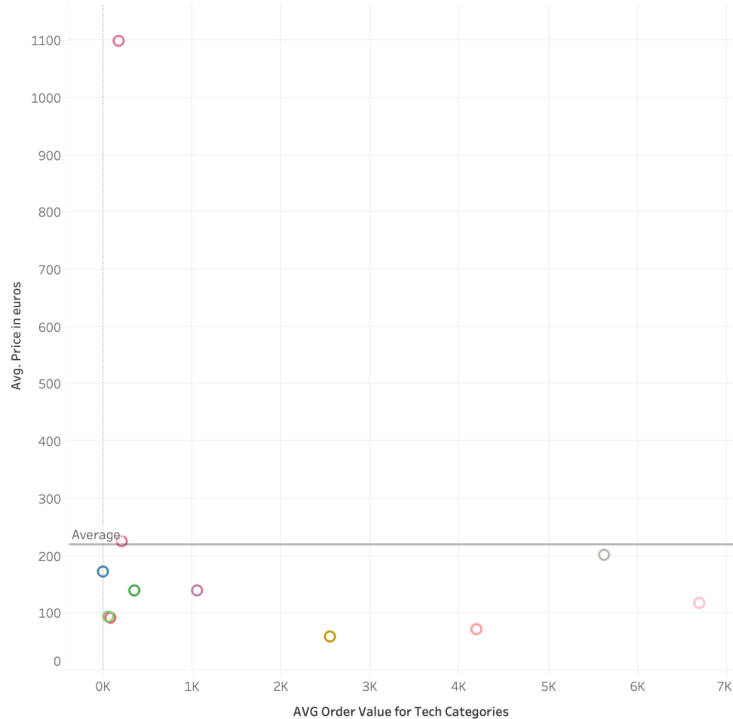
Tech category makes up 21% of all sales

Product Cat..



Plot 2

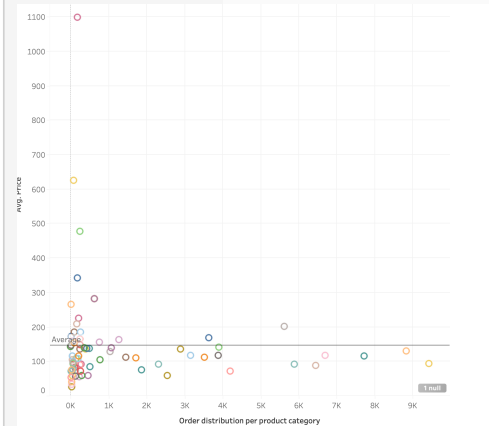
Magist's high-end tech sellers expertise



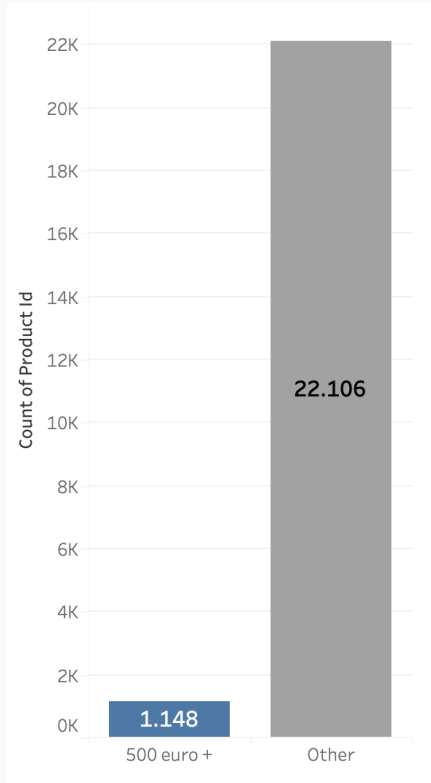
Product Category Name English

- audio
- computers
- computers_accessories
- consoles_games
- dvds_blu_ray
- electronics
- fixed_telephony
- pc_gamer
- tablets_printing_image
- telephony
- watches_gifts

Though most orders are below the average value, Magist still has high-end products expertise, also in the tech sector.



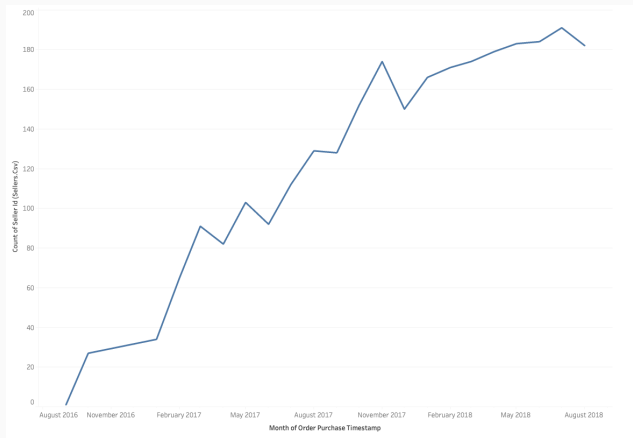
Plot3



Expensive tech products make up 5% of all sales in the tech category

Plot4

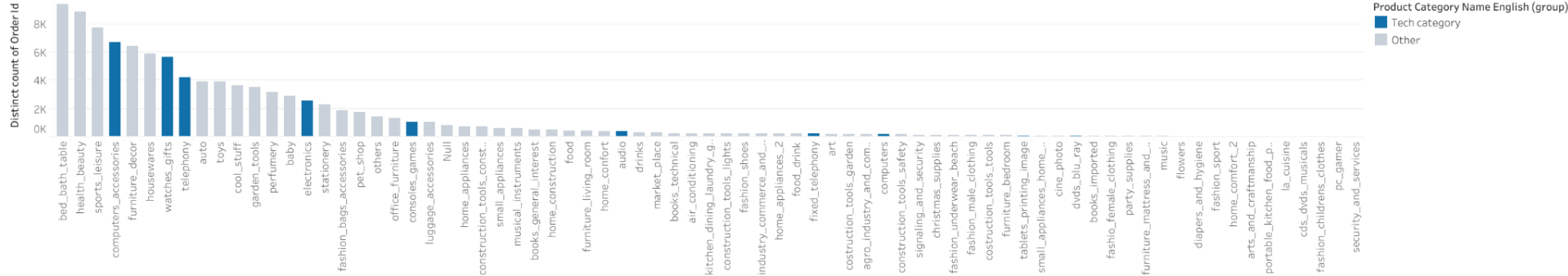
Tech sellers number is increasing, while number of orders and customers in tech categories going down.



Plot5

Order per Product category plot shows that 3 Tech Categories are under the top 10 Product categories.

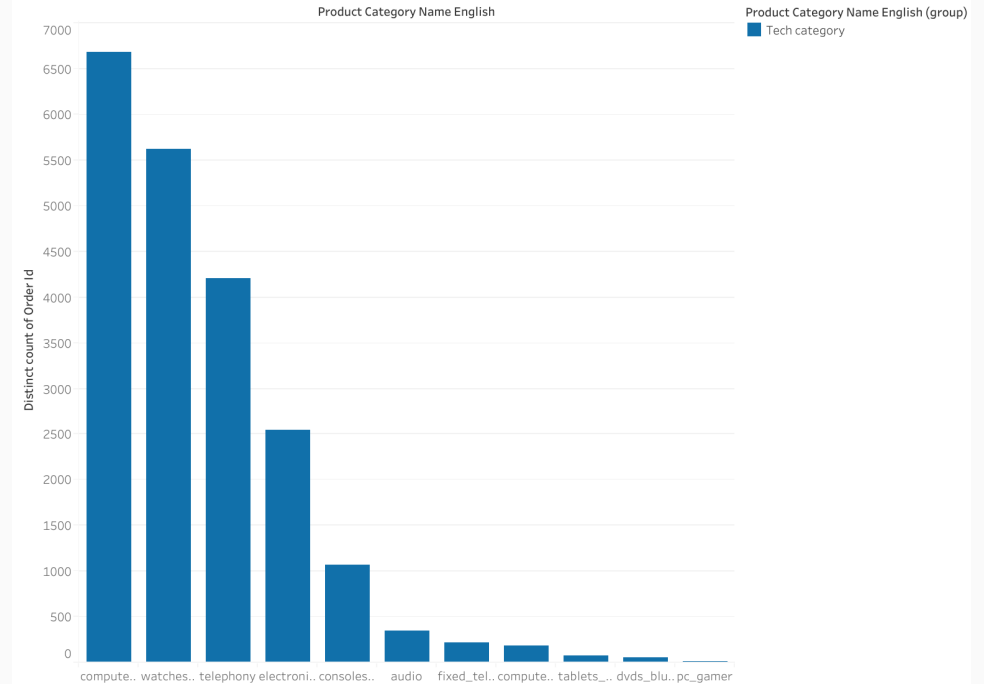
Orders per Product Category



Plot6

Order per Tech category plot shows that computer accessories, watches and telephony are the top 3 Tech categories.

Orders per Tech category



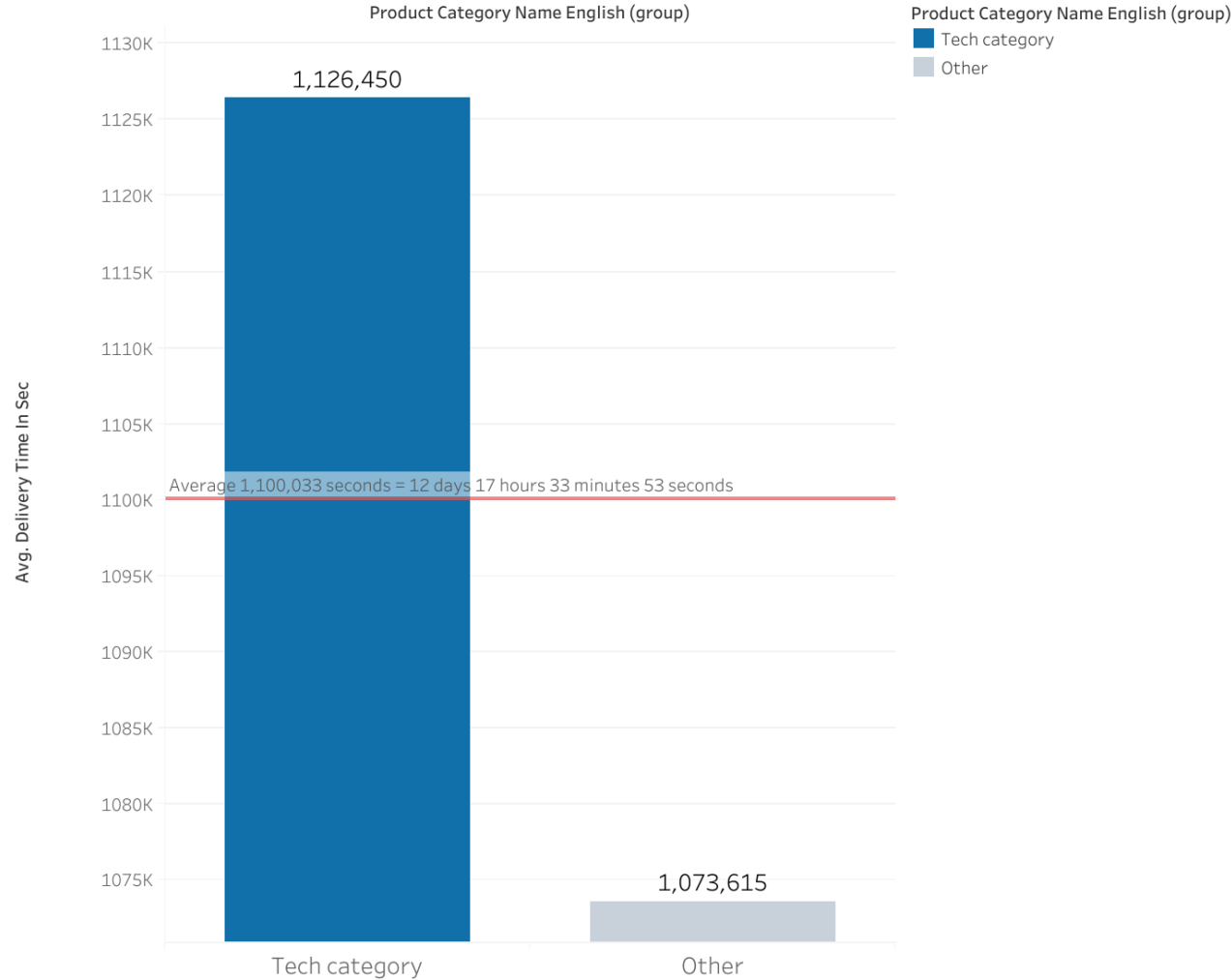
Plot7

Average delivery time overall:
12 days 17 hours 33 minutes
53 seconds

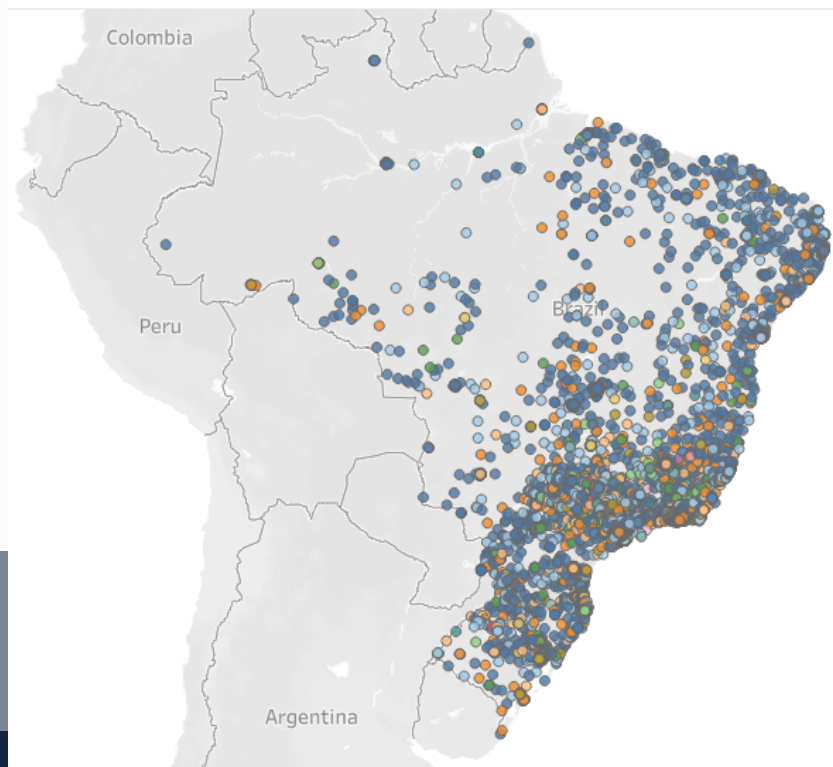
Average delivery time for
Tech:
13 days 0 hours 54 minutes
10 seconds

Average delivery time for
Non Tech:
12 days 10 hours 13 minutes
35 seconds

Avg Delivery Time Tech & Non-Tech



Plot8



Tech Customers locations



Other Customers locations