



ENIAC CORPORATION

Market Entry Strategy in the Brazilian Market through Magist

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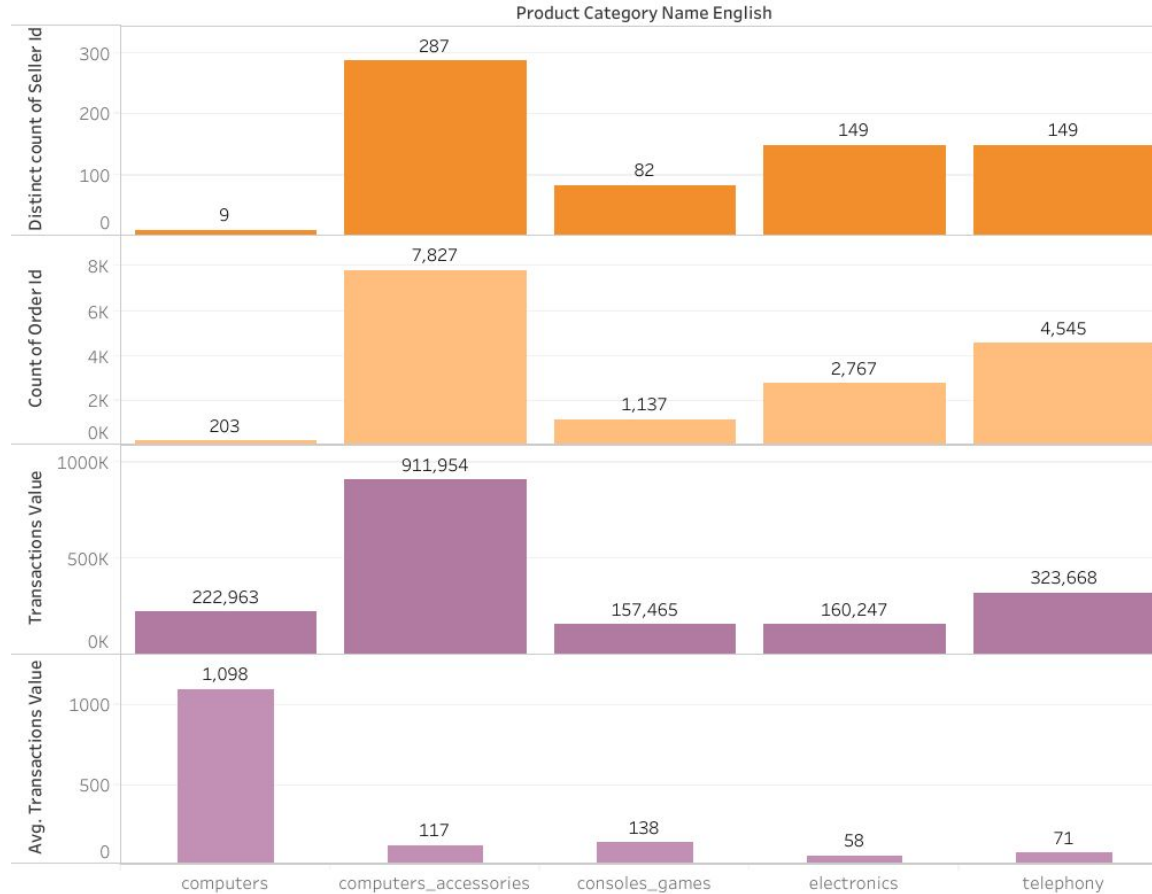
Overview of the Brazilian Market

- One of the world's fastest-growing smartphone markets (in Top 10 smartphone markets with ~ 50 million users)
- Ludicrous prices due to:
 - Transportation Costs
 - Tax and Protectionist policies
 - High inflation
 - Overvalued currency

Source: Economist



Tech Categories Analysis





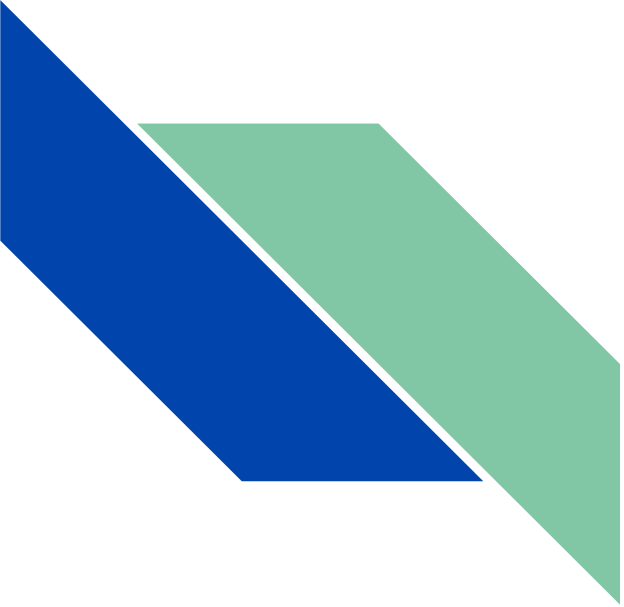
Results and Recommendations

Is Magist a good fit for high-end tech products? No

Are orders delivered on time? Yes

Average Delivery Time is 12 days

Based on the above results, it is recommended to search for another marketplace to enter the Brazilian market



For further information:

