




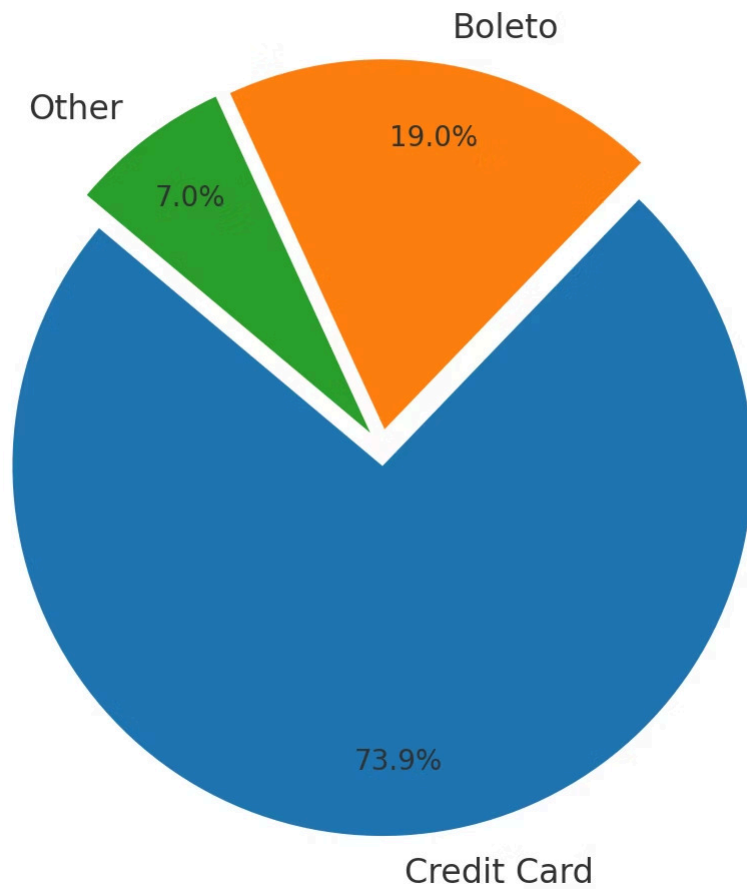
Evaluation of Strategic Partnership with Magist

Key Evaluation Criteria

- **Strategic Fit** → Is Magist suited for premium / high-end tech products?
 - **Executional Fit** → Does Magist's **delivery speed and processing performance** meet the standards expected for premium products?
- 

Is Magist suited for premium / high-end tech products?

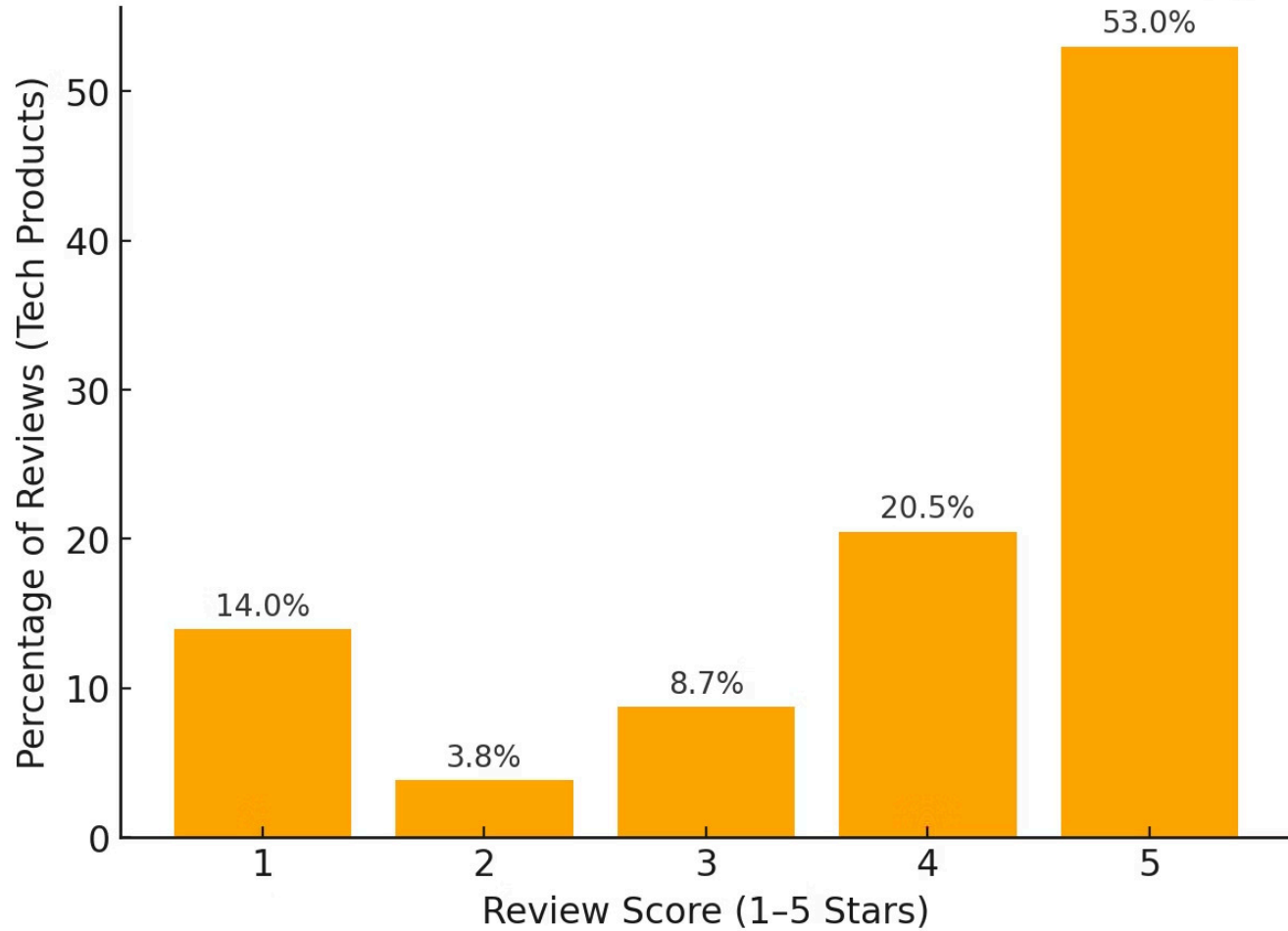
Payment Methods (Grouped)



**Most customers pay by Credit Card ($\approx 74\%$),
with Boleto as the second option.**

This is **good** for high-end products, since credit cards and installments are already widely used.

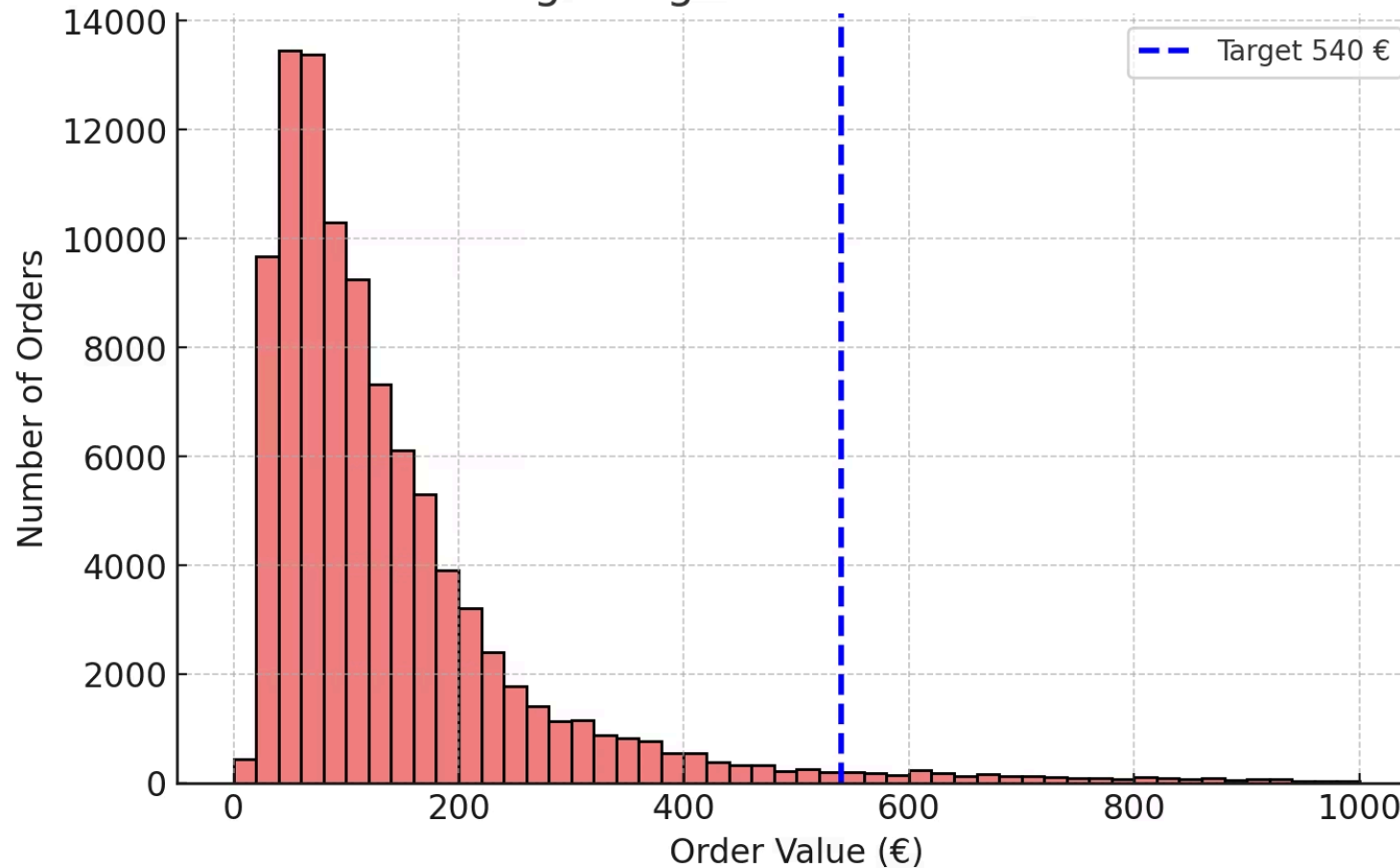
Customer Review Scores – Tech Products Only



Reviews for tech categories are mostly positive ($\approx 75\%$ rate 4–5 stars).

This shows a **good** level of trust in tech purchases, important for premium positioning.

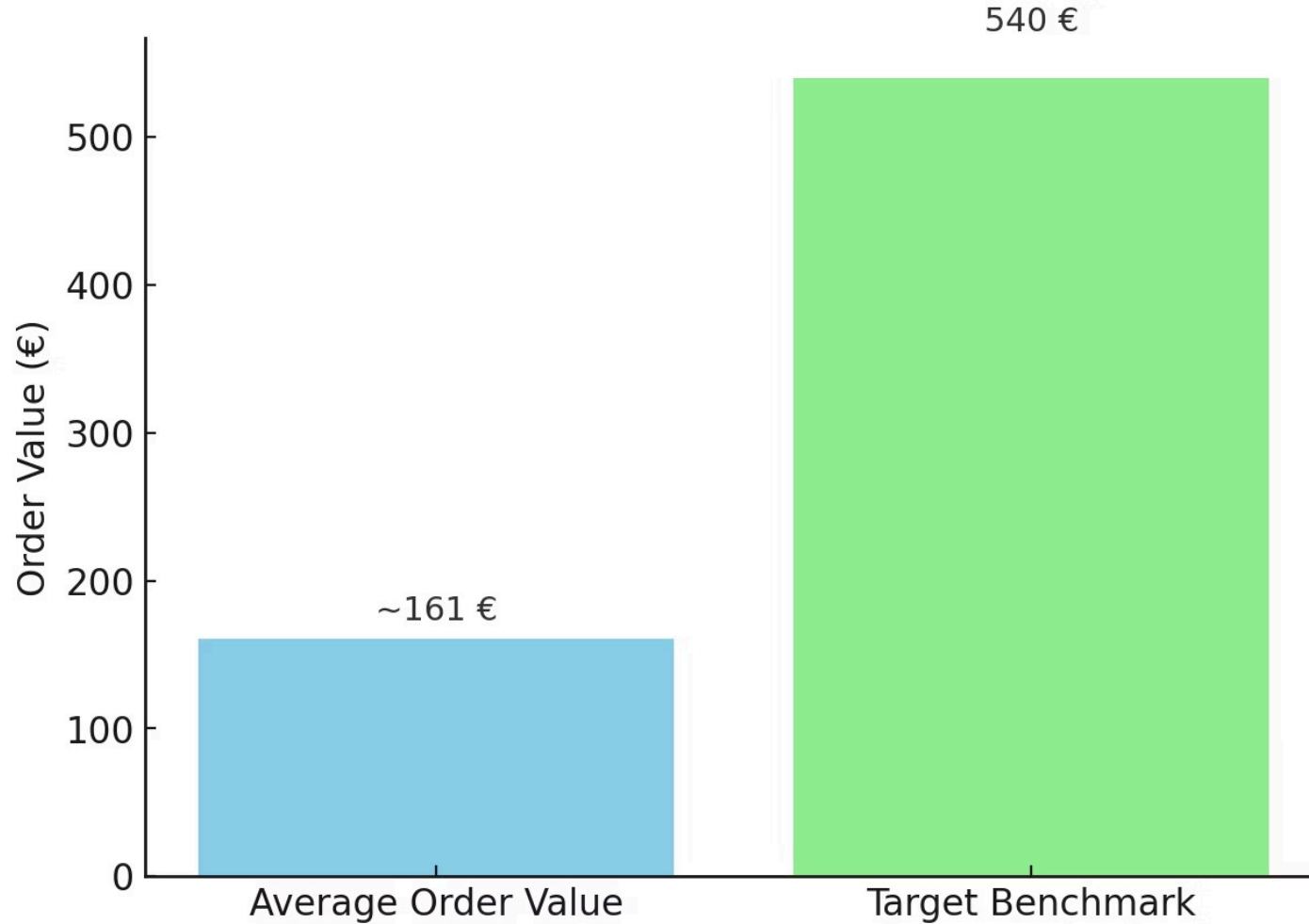
Distribution of Order Values (0-1000€ Range)
Target High-End Price = 540€



Product prices range up to
~6,700 €, far above the 540 €
benchmark.

This is **good**, showing the system
can technically handle high-value
transactions.

Average Order Value vs Premium Benchmark



Customers currently spend much less on average than the premium level expected.

Bad – current AOV far below premium benchmark

Strategic Fit – Slight Yes

Magist shows encouraging signs for premium adoption:

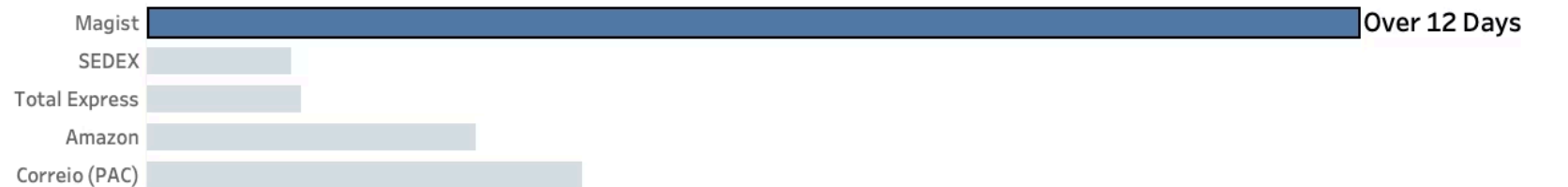
- Customers already use **credit cards & installments** (good for 540 € items).
- Reviews for **tech products are mostly positive** (~75% 4–5 stars).
- The system can **handle high-value transactions** (up to ~6,700 €).

However: the **average order value (~161 €)** is much lower than the 540 € benchmark, so customer spending habits would need to shift upward.

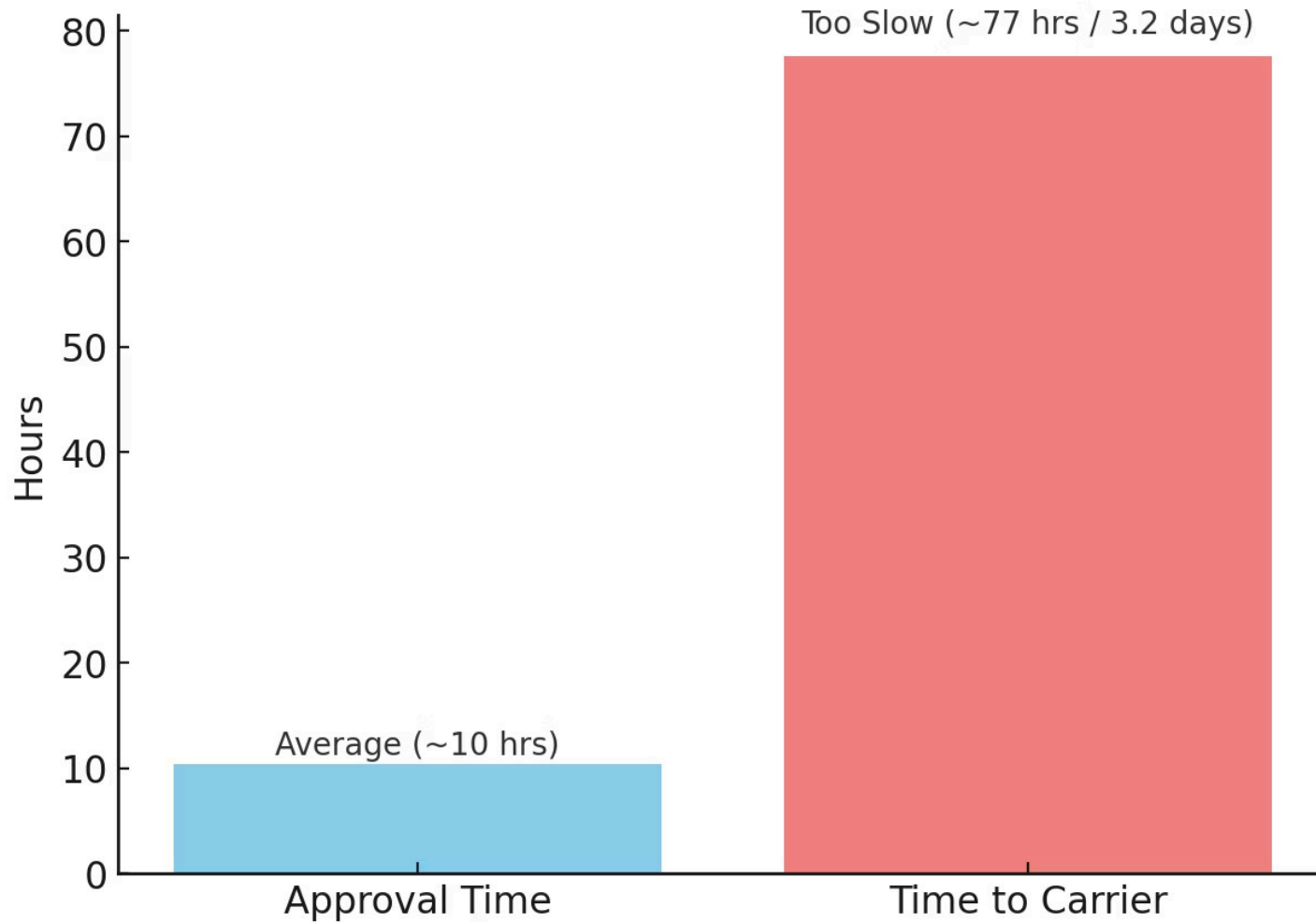
Does Magist's delivery speed and processing performance meet the standards expected for premium products?

Underwhelming delivery performance

Average delivery time in Brazil



Order Processing Times



Order Processing Times

- **Approval Time (~10 hrs):**
Average – acceptable, but slower than premium standards.
- **Time to Carrier (~3.2 days):** *Too Slow* – not suitable for premium tech expectations.

Executional Fit – No

Delivery performance is **not aligned with premium expectations**:

- Orders are approved in ~10 hours (**average, not instant**).
- Packages take **~3+ days to reach the carrier**, which is **unacceptable** for high-end tech where customers expect speed and reliability.

Without major improvements in delivery speed and processing efficiency, Magist cannot yet meet the standards for premium positioning.

Strategically → Magist *could* support premium tech, but with adjustments.

Executionally → Current delivery speed is a blocker.



Data Sources:

Magist provided database

ChatGPT estimations

Appendix

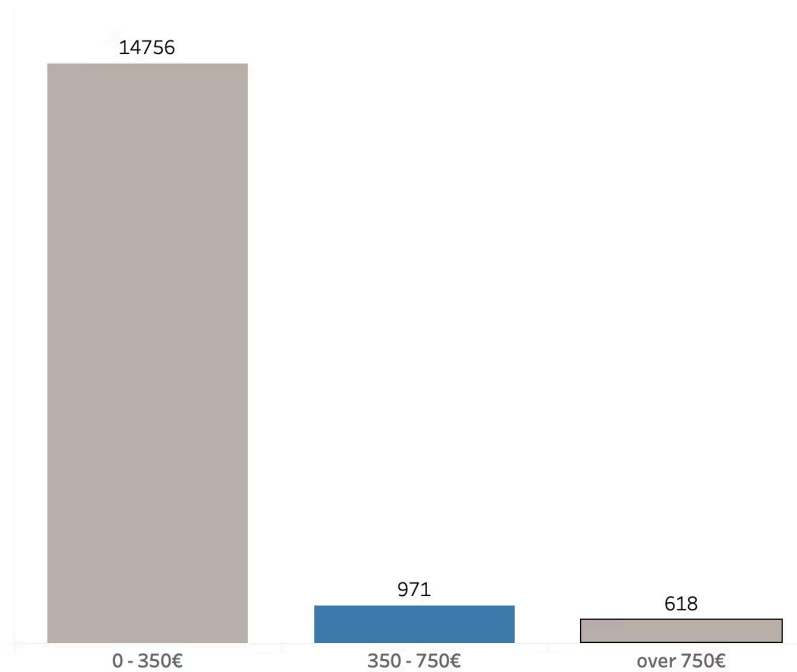
Tech Product Fit

Eniac's catalogue : 100% tech products

Magist :



Amount of tech products bought in targeted price range on Majest



just

6 %

of Majest's tech products were in targeted price range

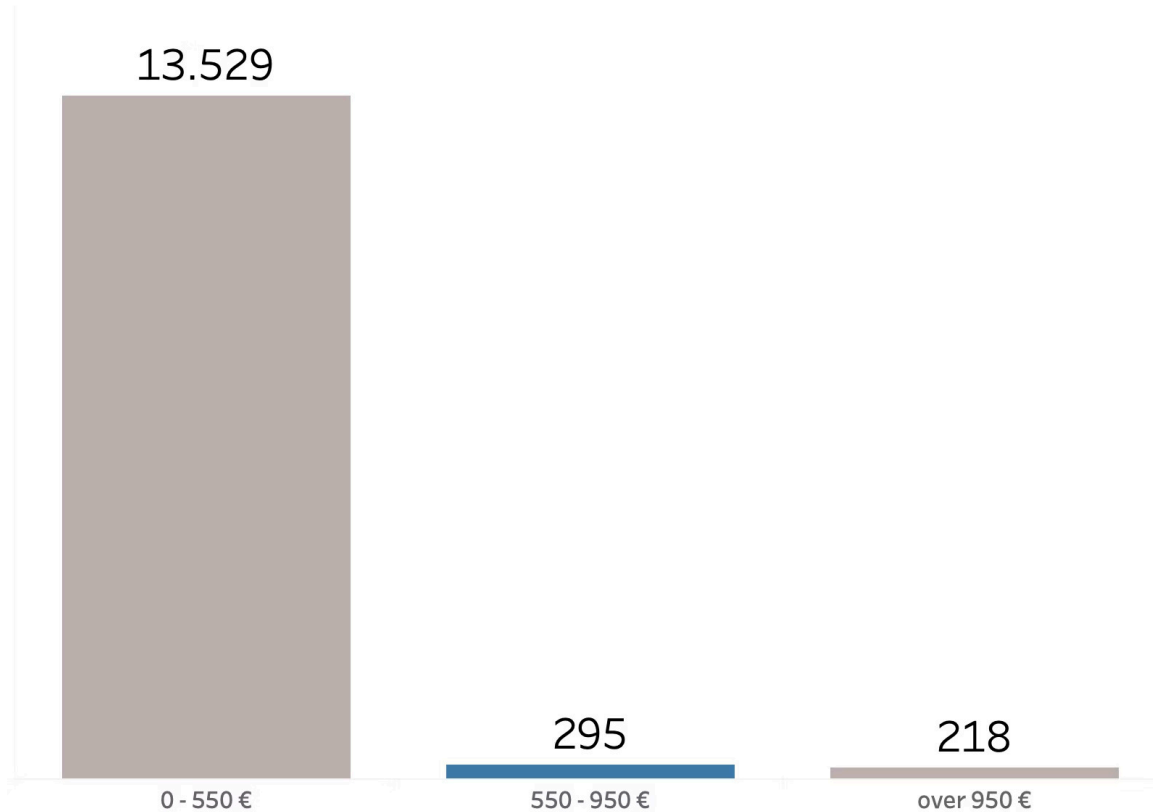


Mismatch in Product Positioning

- **Eniac:** Average order value ≈ 710 → reflects **high-end product positioning**
- **Magist:** Average order value ≈ 106 → indicates **low to mid-range products**
- **Conclusion:** Partnering would mix **premium orders** with **budget orders**, creating a **positioning conflict**



Amount of orders completed in targeted price range in tech on Majest



Only

0.2%

of orders are in the high-end price range,
indicating limited exposure to the premium segment

Customer Loyalty

None

of buyers used Magist more than once