

# Strategic Considerations for Brazilian Market Entry

Magist as an intermediate step



# ENIAC vs. Magist Revenue

Only **19%** of Magist's total sales  
are tech products

(7 tech categories: *audio, computers,  
computers-accessories, electronics,  
tablets-printing-image, telephony, watches-gifts*)

Average Yearly Revenue in  
**Tech Products:**

Magist vs. ENIAC

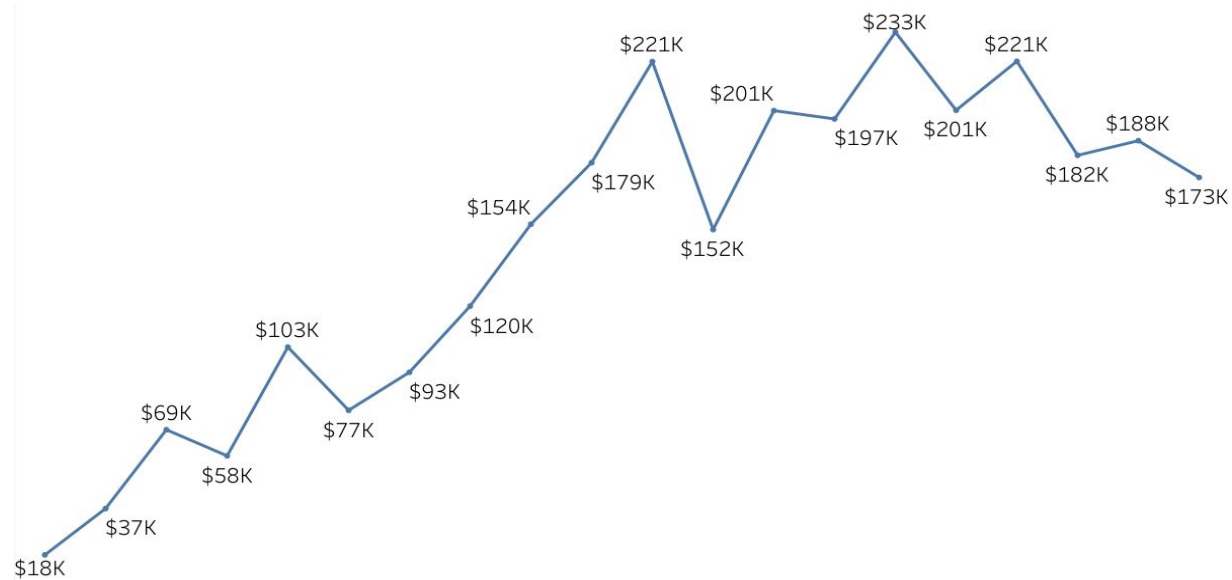
**€1.7M vs. €14M**

# Monthly Tech Sales

ENIAC's average monthly sales is **€1.17 Million**, while Magist is averaging **€144K**

Magist's Sales Trend **plateaus**

Total revenue by tech sellers over 20 months (Jan 2017 - Aug 2018)



# Low Percentage of High-Tech Products Sold

Only **4.5%** of the products sold by Magist are  
hi-end tech products,

more expensive than **€540**

(as is ENIAC's average sold product)

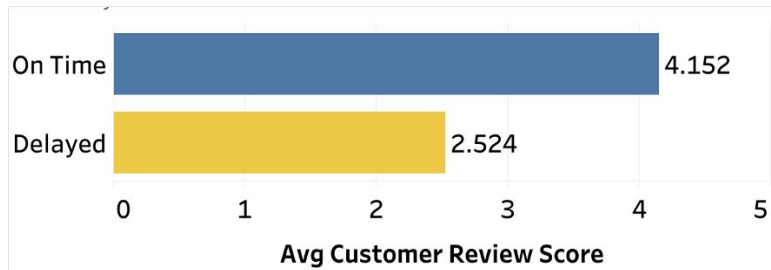
# Magist's Customer Base

The average value of a tech product sold by

Magist is **only €132.20**

# Magist Delivery Metrics:

## Efficiency & Satisfaction Snapshot



# Recommendation

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After a thorough analysis of costs and benefits, we **do not** recommend signing a deal with Magist.



**Low revenue** compared with Eniac



Incompatible customer base (only ~**4.5%** in high-end tech products)



Room for improvement with delivery efficiency (avg. **12.8** days) and customer satisfaction (avg. **4.1** rating)