

# Eníac's

Expansion to Brazil



# Magist

Opening the door to the Brazilian market.

**RECOMMENDED**



- ✓ local expertise
- ✓ reduced risk
- ✓ high level customer trust
- ✓ smooth and fast entry in market

# Brazil

## General



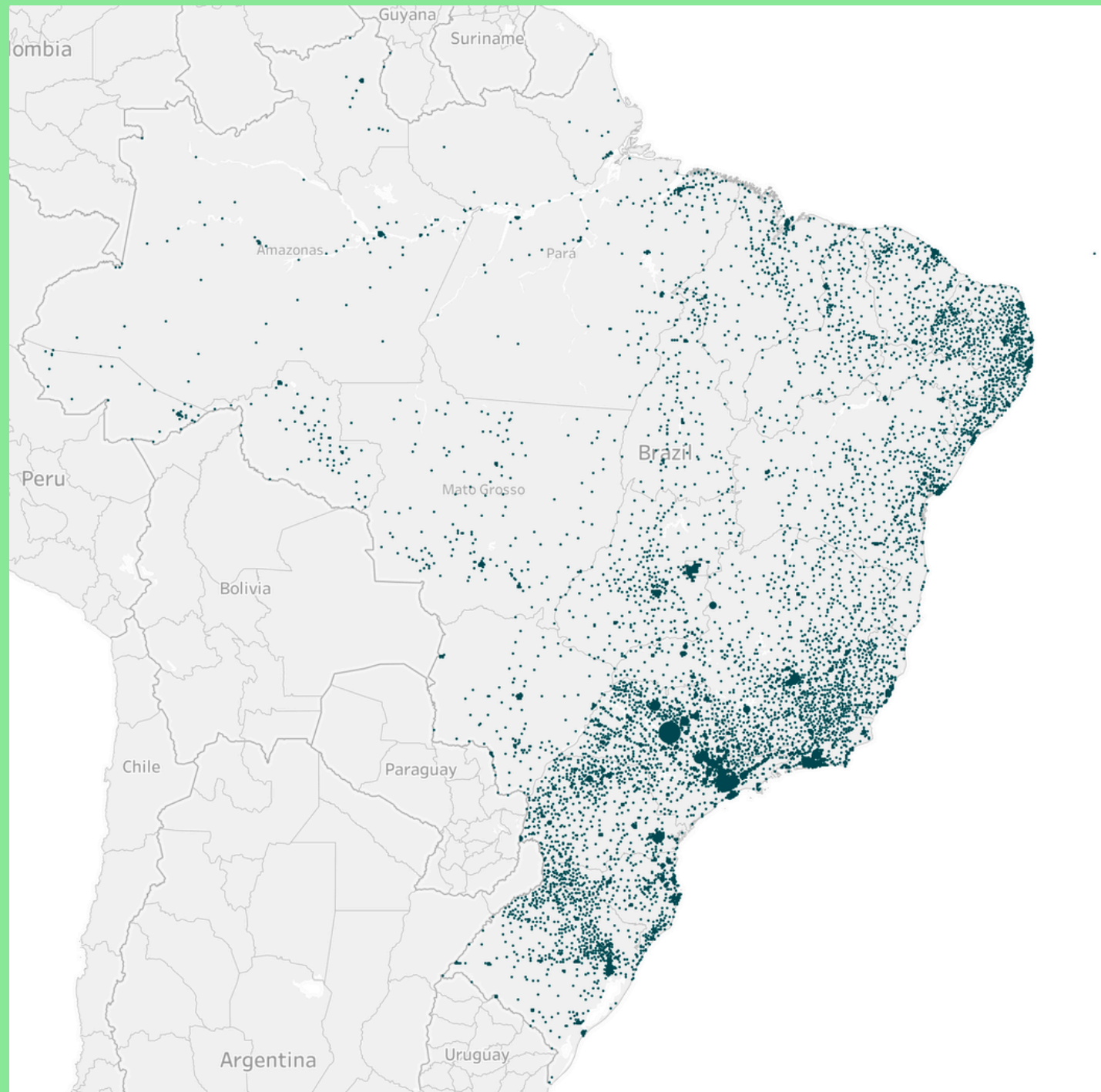
population: 211 mio people

average income: 625 €/month



# Magist

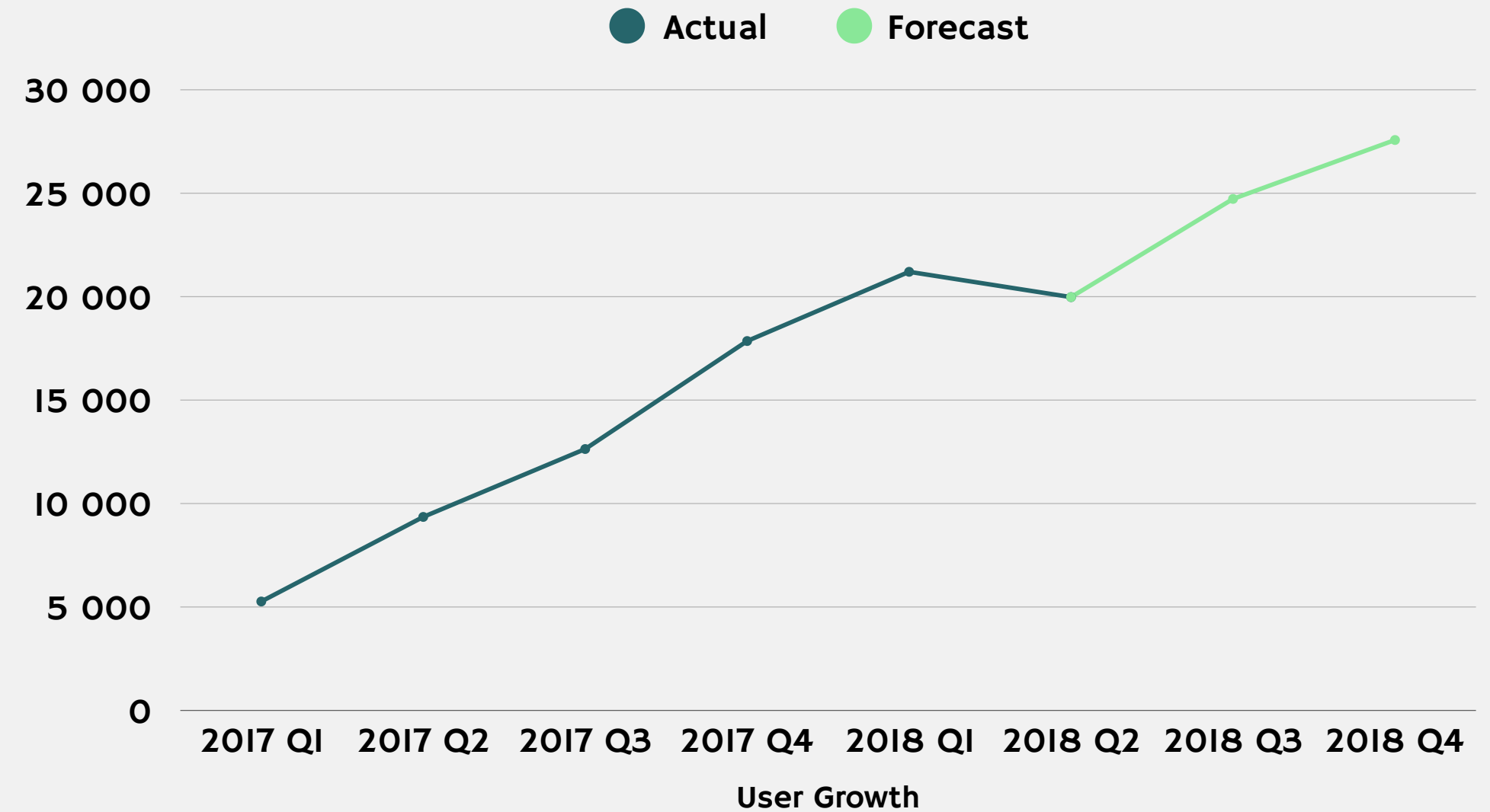
Powering Brazilian E-commerce



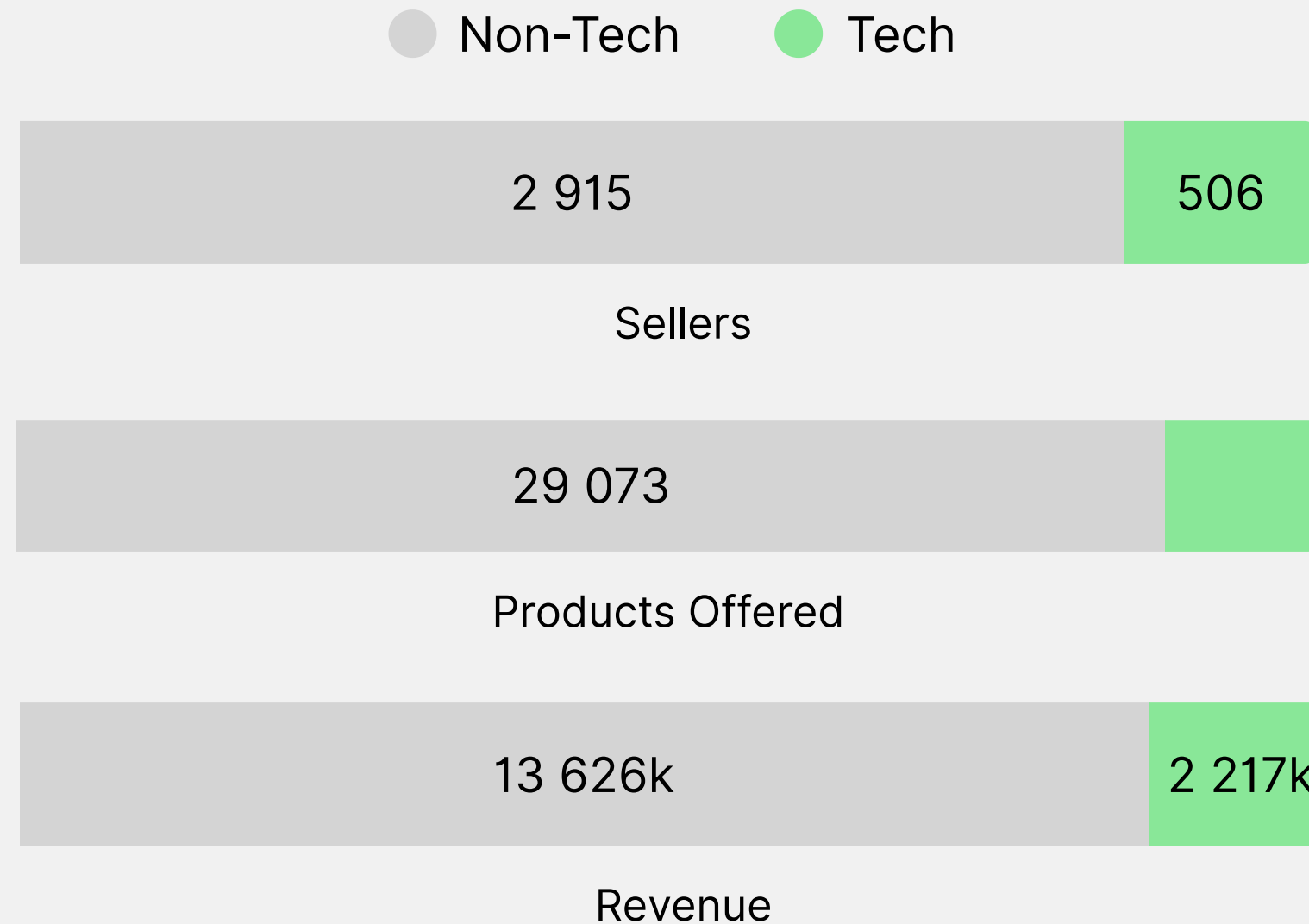
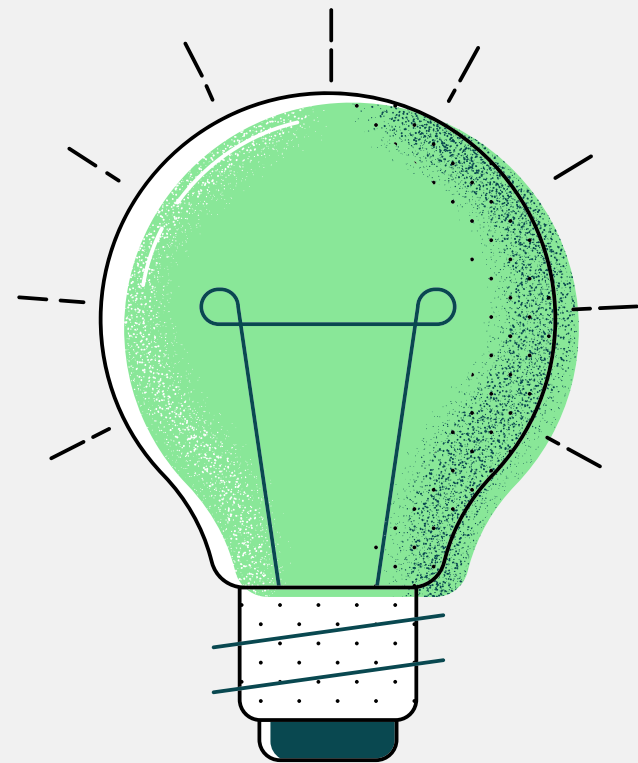
**Sellers**  
**3 421**

**Orders**  
**99 441**

**Mth. Growth Orders**  
**11,9%**



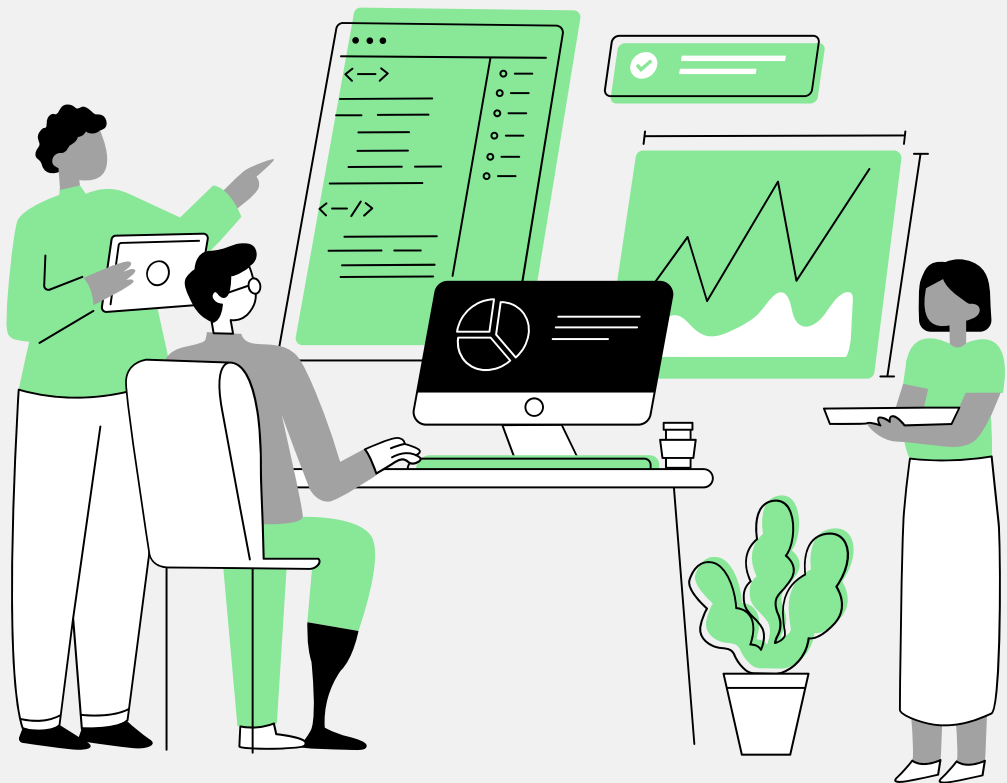
# Does Magist Fit Our Tech Product Focus?



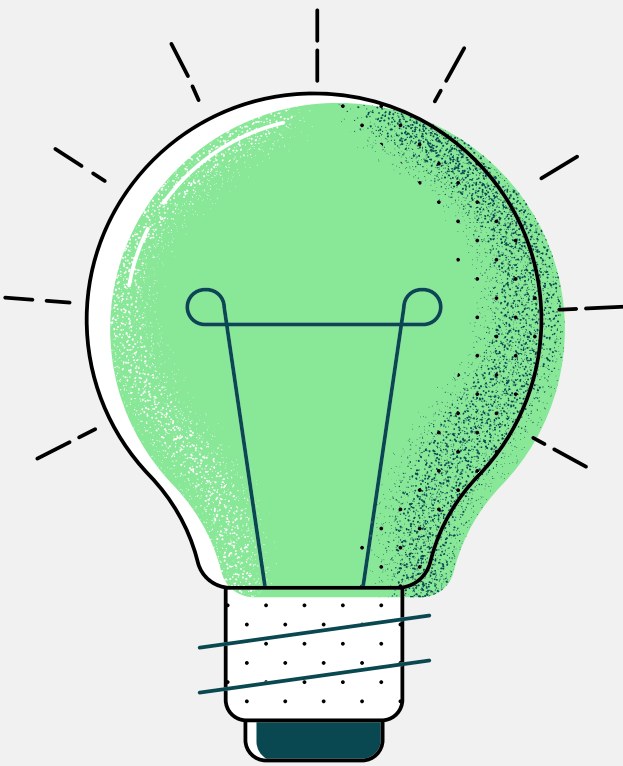
**Tech** makes up **~15% of sellers** and **~14% of revenue**.

**Eniac can enter as a top-tier seller** from day one — and help **grow** this **underdeveloped category**.

# Does Magist Fit Our Premium Product Focus?



Despite similar price ranges, **tech isn't "premium-priced"** — but has **positioning potential**. Most products cluster **under €300**.



**Premium sells:**  
Just 31% of orders generate 75% of revenue — showing that **quality beats quantity** in this market.

Category	Min (€)	Median (€)	Max (€)
Tech	~2	~55	6 729
Non-Tech	~1	~80	6 735

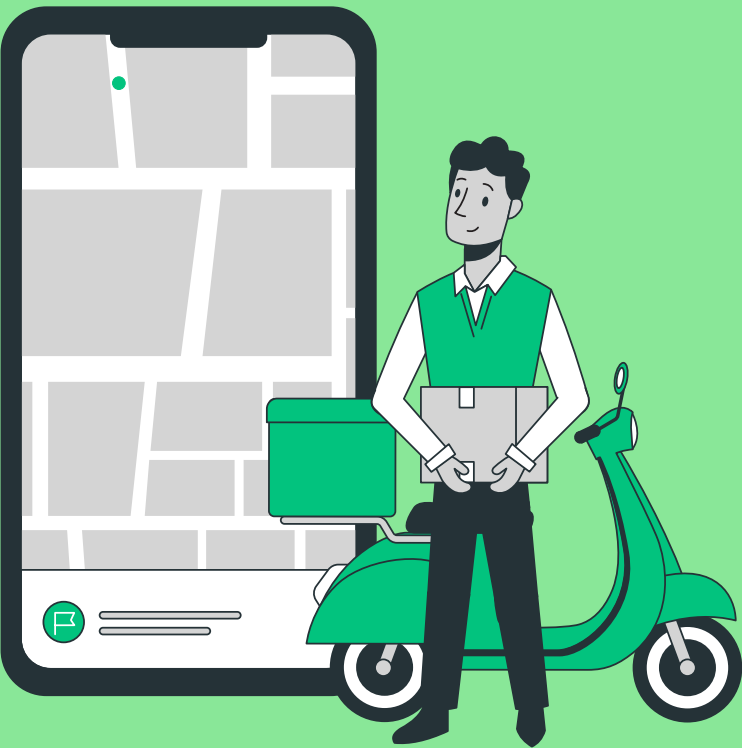
Segment	Sales %	Revenue %
Expensive	31%	75%
Not expensive	69%	25%

# Insights on deliveries

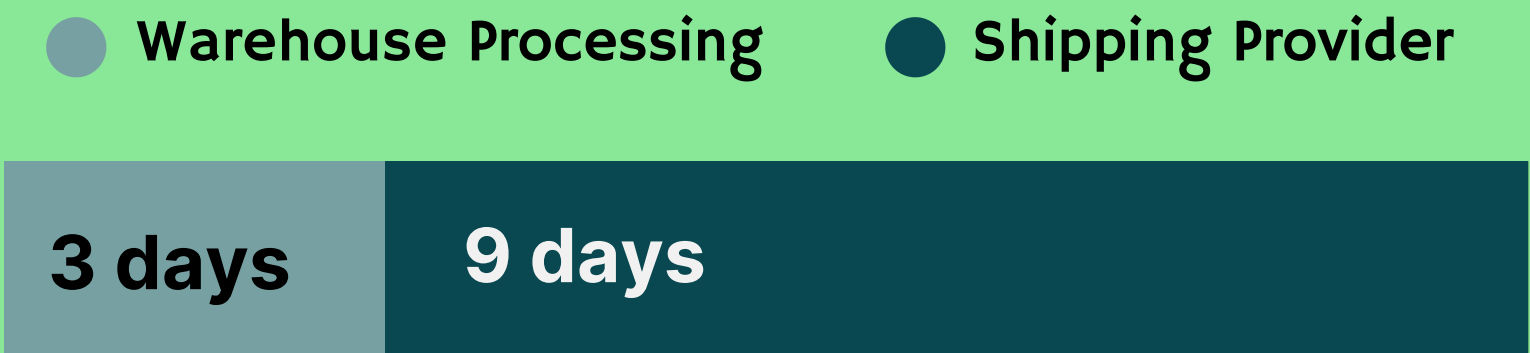
## General



avarage delivery time vs. customer expectation

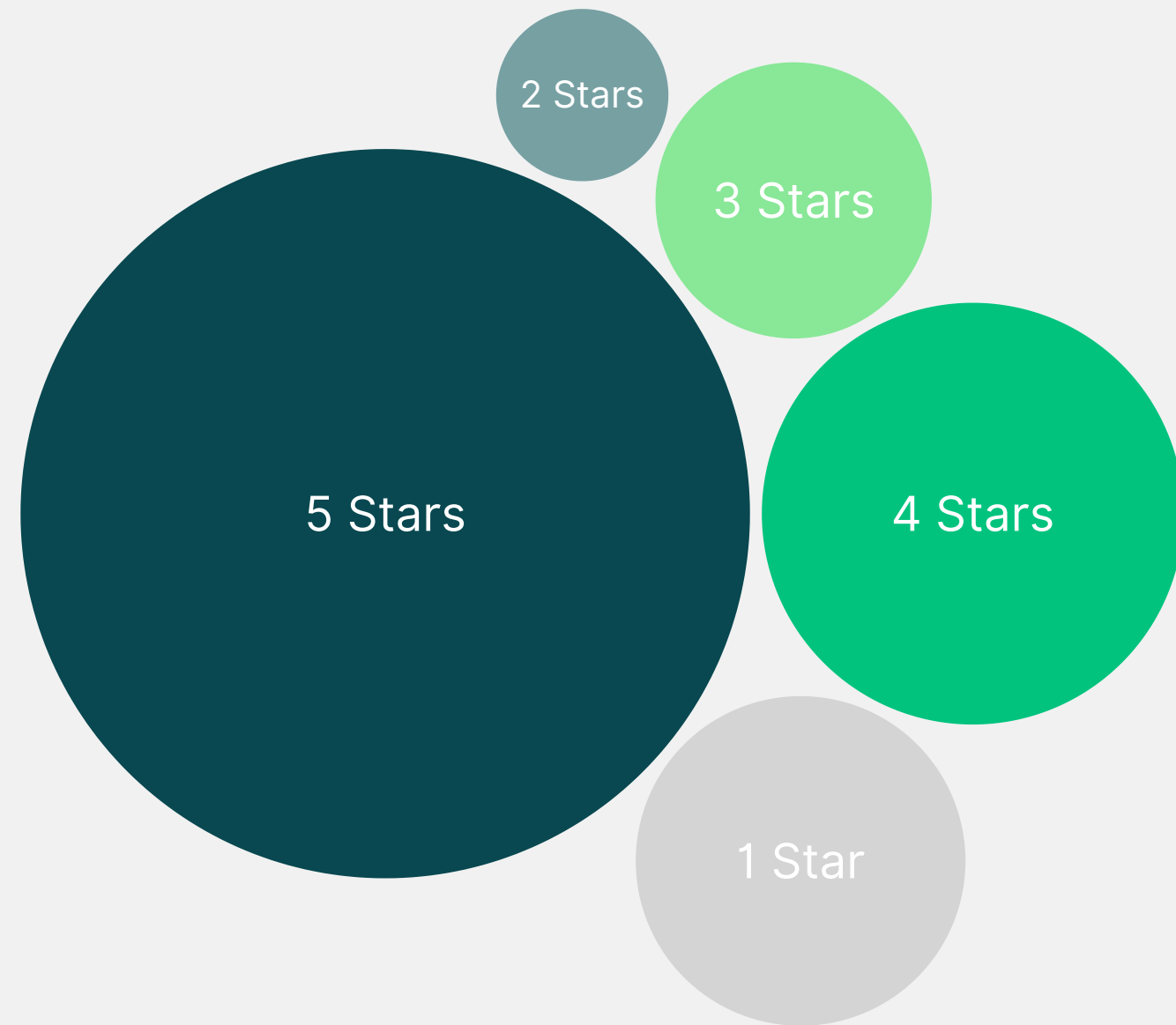


## Performance





# Customer Satisfaction



**Avarage Review Score: 4,1 Stars**

“Very satisfied with the product, delivery and the convenience of the website.”



“I received the watch before the deadline and it was very pleasing. I'm very happy.”



# Outlook

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**Get in touch with Magist again for a solid decision!**

- ✓ Define categories: Tech Products
- ✓ Return rates
- ✓ After-Sales Service
- ✓ Detailed tracking information



## Contract Period

- ✓ Refine contract: clear KPI's, more details
- ✓ Check alternatives: Competitors of Magist
- ✓ Get started with own supply chain and infrastructure