

Eniac'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



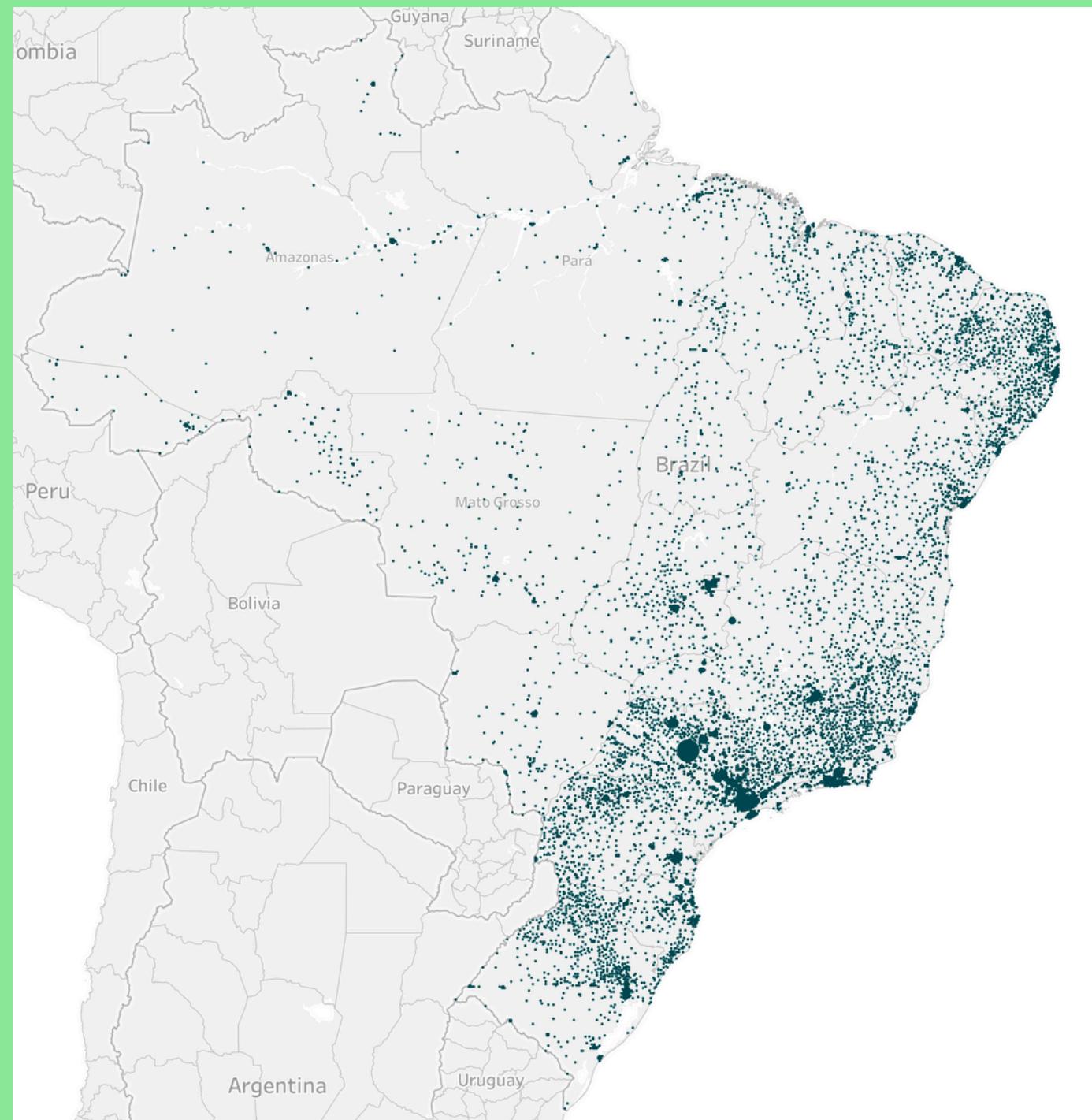
population: 211 mio people

average income: 625 €/month

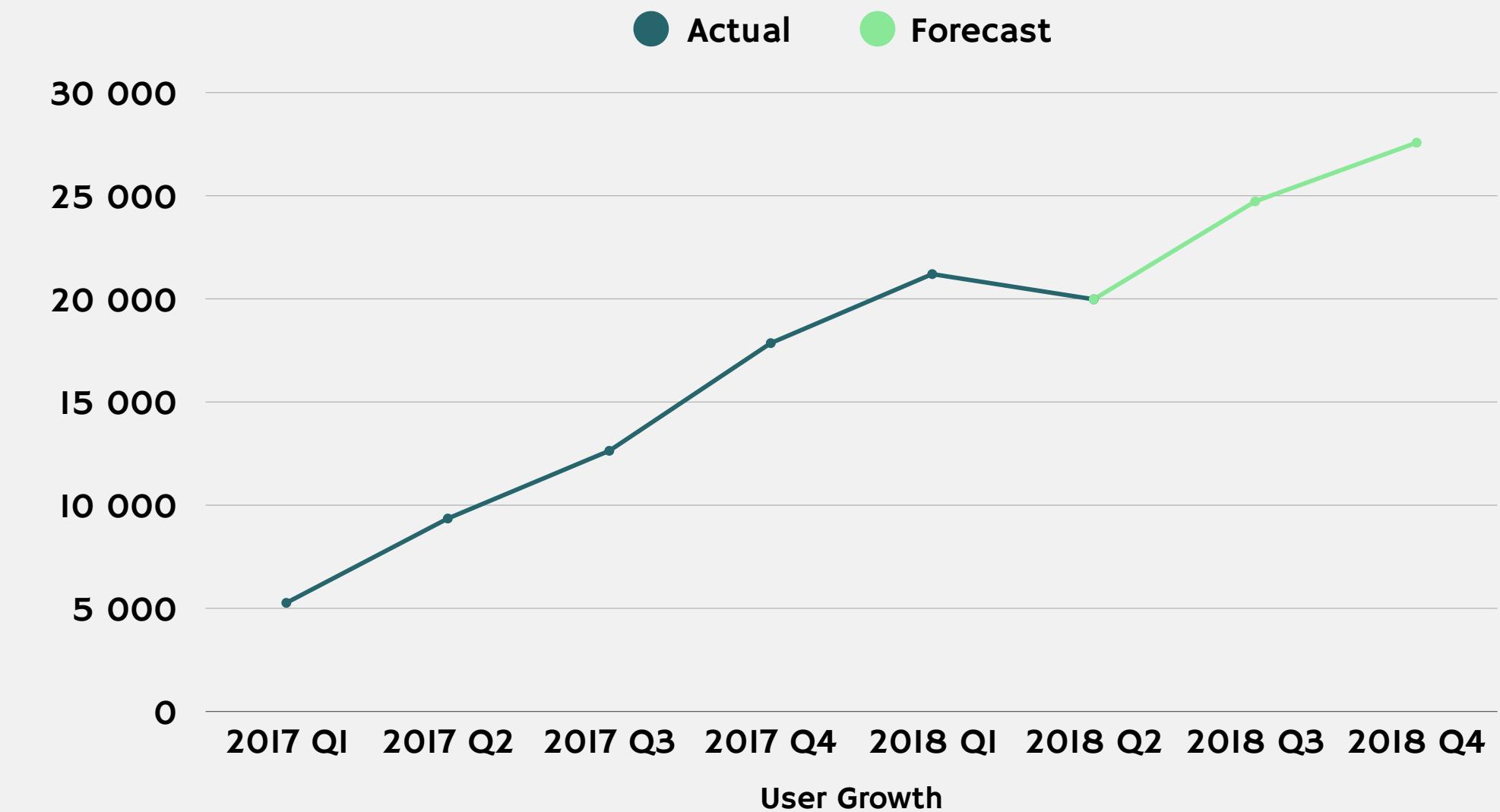


Magist

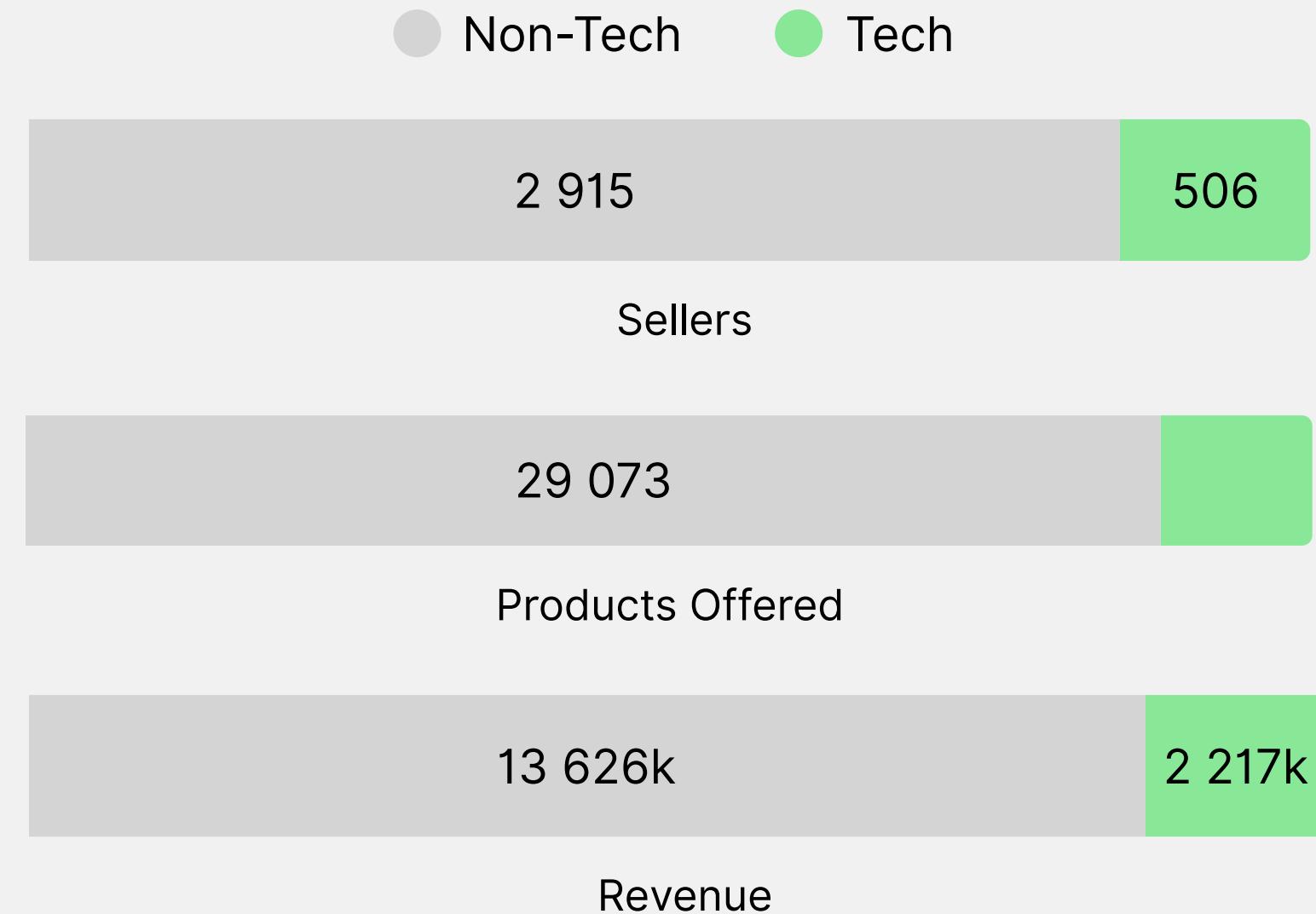
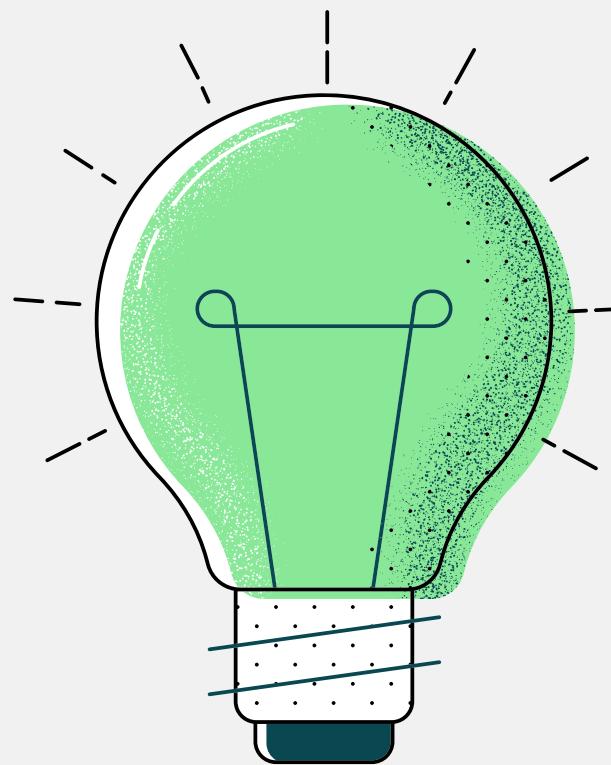
Powering Brazilian E-commerce



Sellers **3 421** **Orders** **99 441** **Mth. Growth Orders** **11,9%**

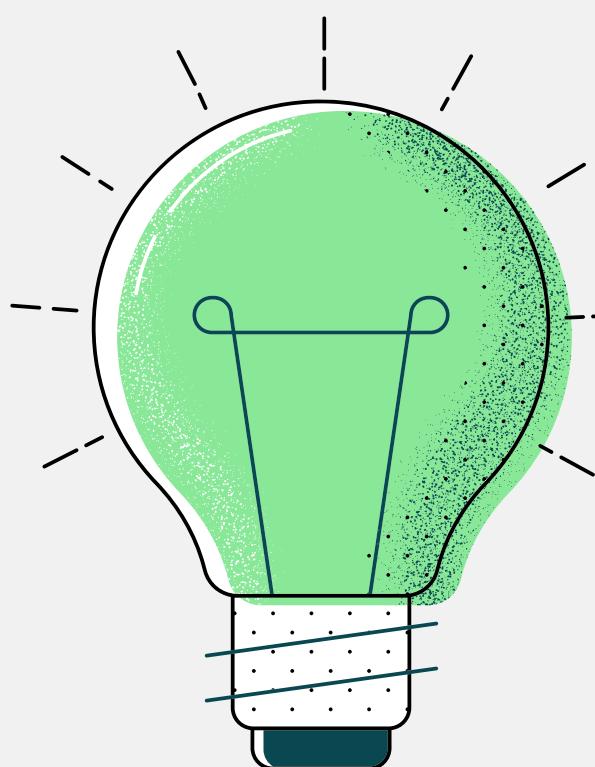


Does Magist Fit Our Tech Product Focus?



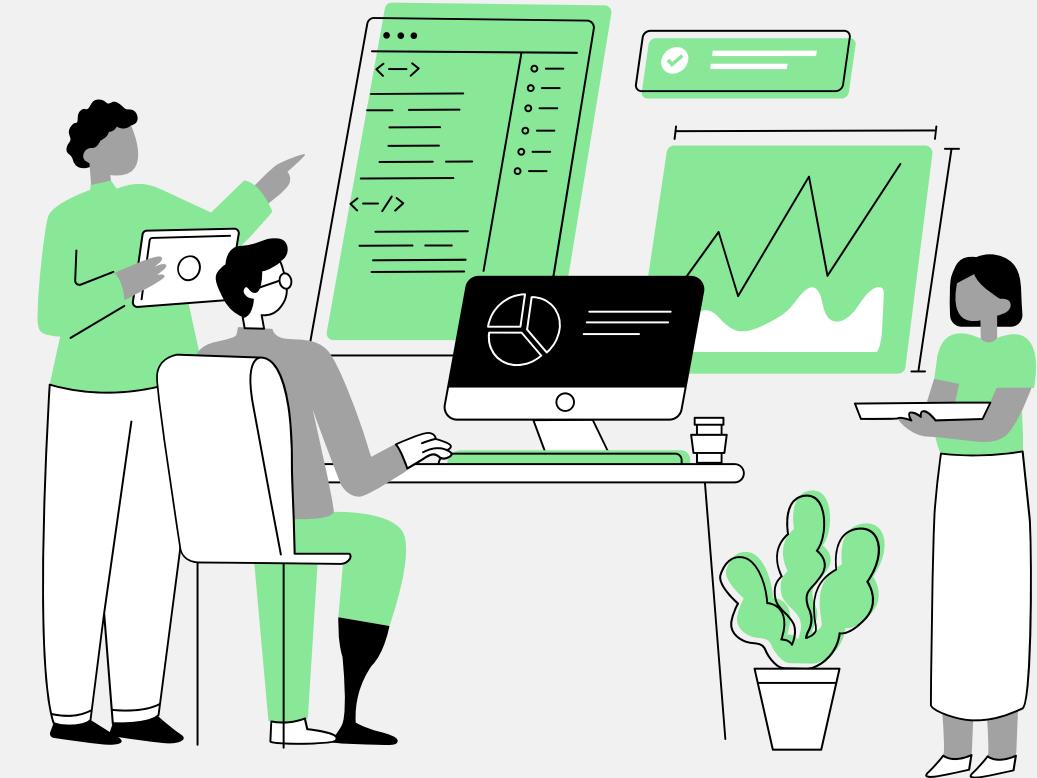
Tech makes up ~15% of sellers and ~14% of revenue.
Eniac can enter as a top-tier seller from day one — and help grow this underdeveloped category.

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

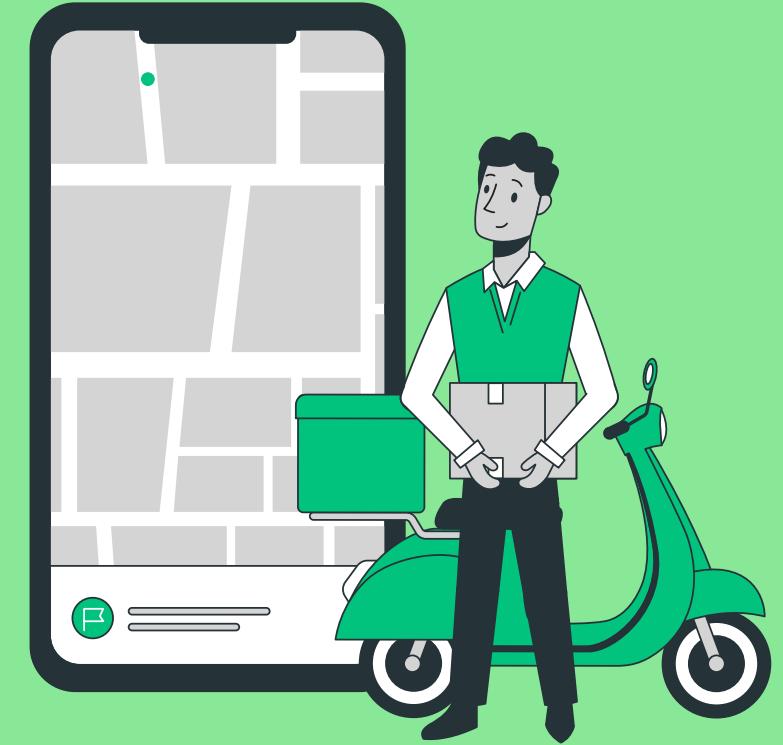


**92 % of deliveries
on time**

12 days

24 days

average delivery time vs. customer expectation



Performance

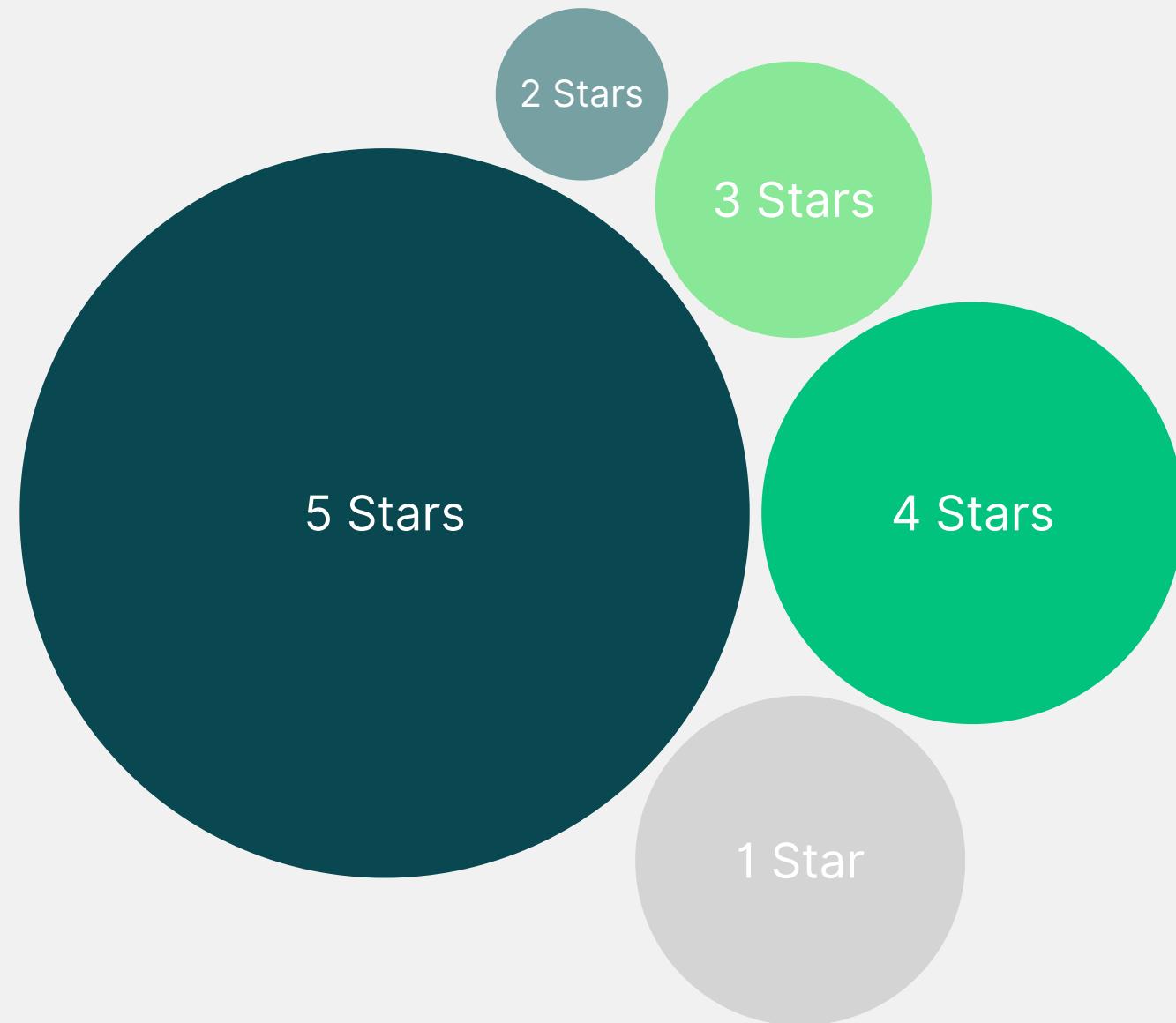
Warehouse Processing

Shipping Provider

3 days

9 days

Customer Satisfaction



Average 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

The illustration shows a person with dark hair, wearing a green shirt, sitting at a desk and interacting with a white laptop. A grey robot arm with a circular sensor at its end is positioned above the laptop, pointing towards the screen. Two speech bubbles are visible: one from the person and one from the robot, indicating a two-way communication or a review exchange.

Outlook

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

