

MAGIST

THE MAGIC DOOR TO BRAZIL?

DATA-DRIVEN RESULTS

SCOPE 01.04.2017 - 31.03.2018



MAGIST'S EXPERIENCE AS BIG PLAYER



TOTAL NUMBERS

73

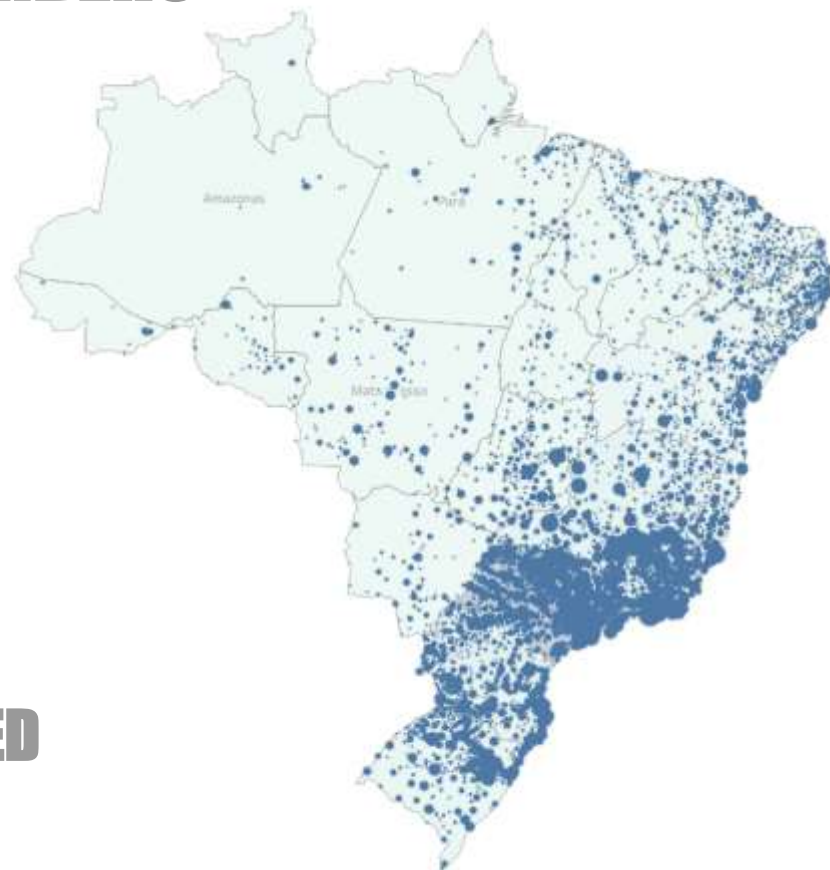
CATEGORIES

3.095

SELLERS

€9.246.439

EARNED



TECH NUMBERS

7

CATEGORIES

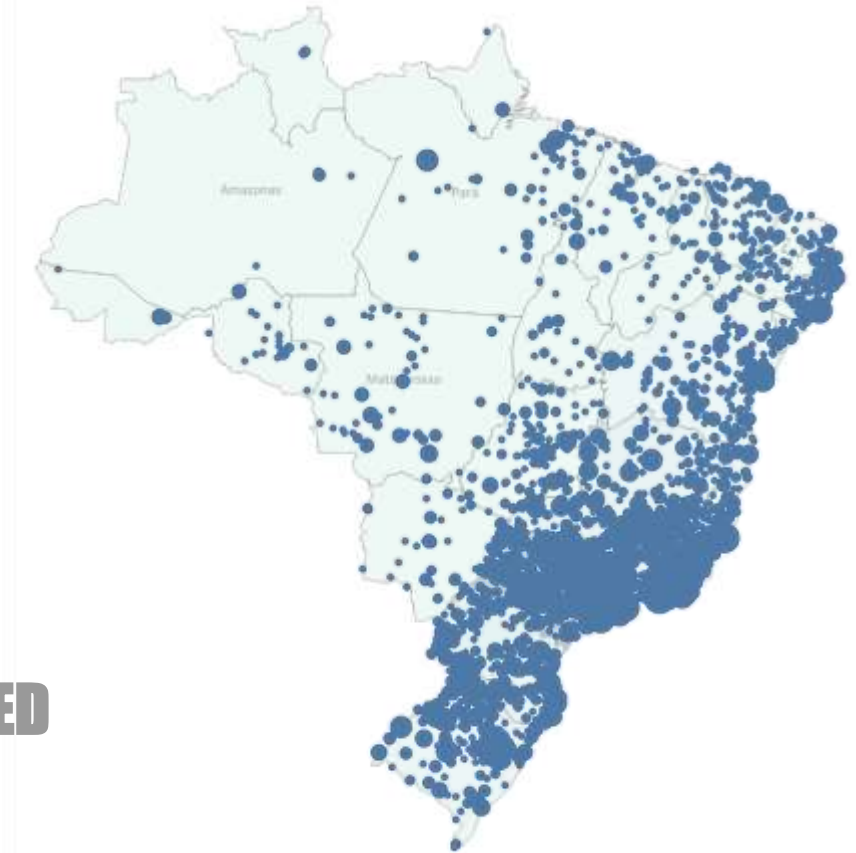
454

SELLERS

€1.740.889

EARNED

* EINIAC EARNED **14M** IN THE SAME PERIOD



TECH NUMBERS

19%

REVENUE FROM TOTAL SELLINGS

15%

VOLUME FROM TOTAL SELLINGS

COMPUTERS ACCESSORIES

TELEPHONY

COMPUTERS

AUDIO

TABLETS PRINTING IMAGE

PC GAMER

ELECTRONICS

**MAGIST PROVIDES
A GOOD SERVICE**



92%

DELIVERIES ARRIVE EARLY OR ON TIME

Delivery Punctuality

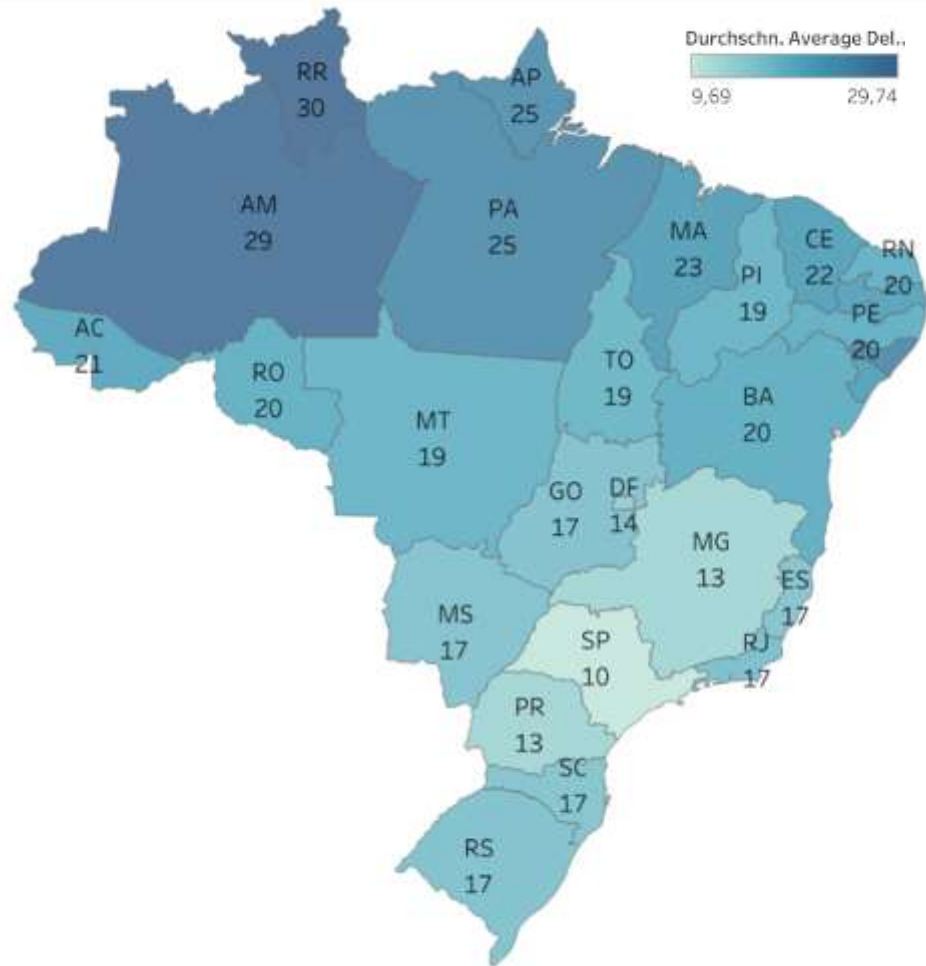


12,5 days

AVG. DELIVERY TIME - MAGIST

14 days

AVG. DELIVERY TIME - BRAZIL



MAGIST'S CUSTOMER ACCEPTANCE



CUSTOMER SATISFACTION

OVERALL **4.0**



TECH **3.9**



CONCLUSION

PRO'S

STRONG SALES VOLUME

GOOD DELIVERY SERVICE

CON'S

LACK OF EXPERIENCE IN HIGH TECH

UNSATISFYING CUSTOMER REVIEW SCORES

**A COOPERATION WITH AN
ALTERNATIVE PARTNER IS**

ALTERNATIVE PARTNERS

SOCIAL SA

Known for: Premium fulfillment services with a strong focus on security, quality, and tailored e-commerce logistics.

Key Strengths:

- **Security & Quality Control:** Biometric access, monitored warehouses, and stringent processes suitable for high-value tech products.
- **Premium Handling:** Offers temperature-controlled storage and careful packaging, protecting sensitive electronics.
- **Transparency:** End-to-end visibility with tracking and reporting tools for better supply chain management.

Recommendation

An ideal partner for brands with premium, high-tech products that require secure storage, careful handling, and reliable delivery.

ALTERNATIVE PARTNERS

ESTOCA

Known for: A specialized fulfillment provider for e-commerce, focused on efficient storage, order management, and transparent delivery.

Key Strengths:

- **Scalability:** Offers flexible, outsourced warehousing and fulfillment services that can grow with demand.
- **Efficiency:** Real-time inventory tracking and automated processes reduce errors and improve delivery times.
- **Strategic Logistics:** Uses distribution centers in tax-efficient zones to optimize costs and lead times.

Recommendation

A strong logistics partner for scaling premium product sales in Brazil, ensuring reliability and operational efficiency.