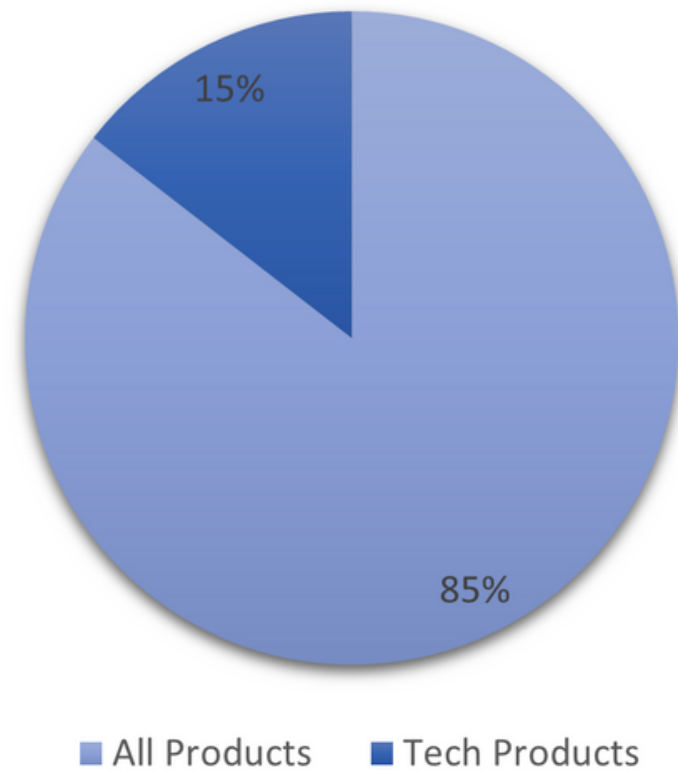




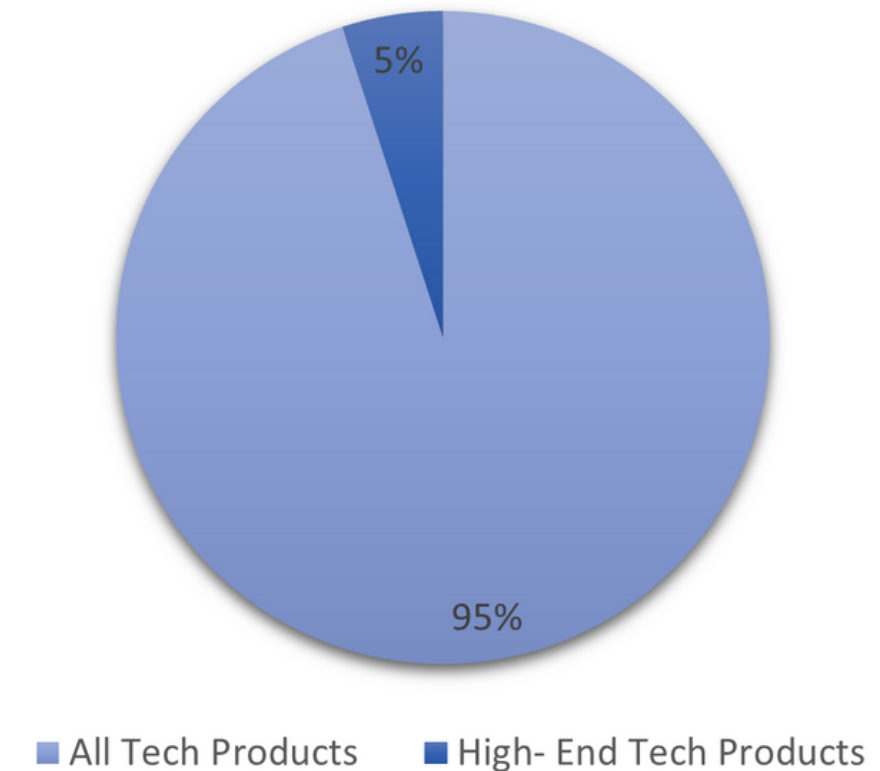
Is MAGIST a good way forward?

Is Magist a good fit for high-end tech products?

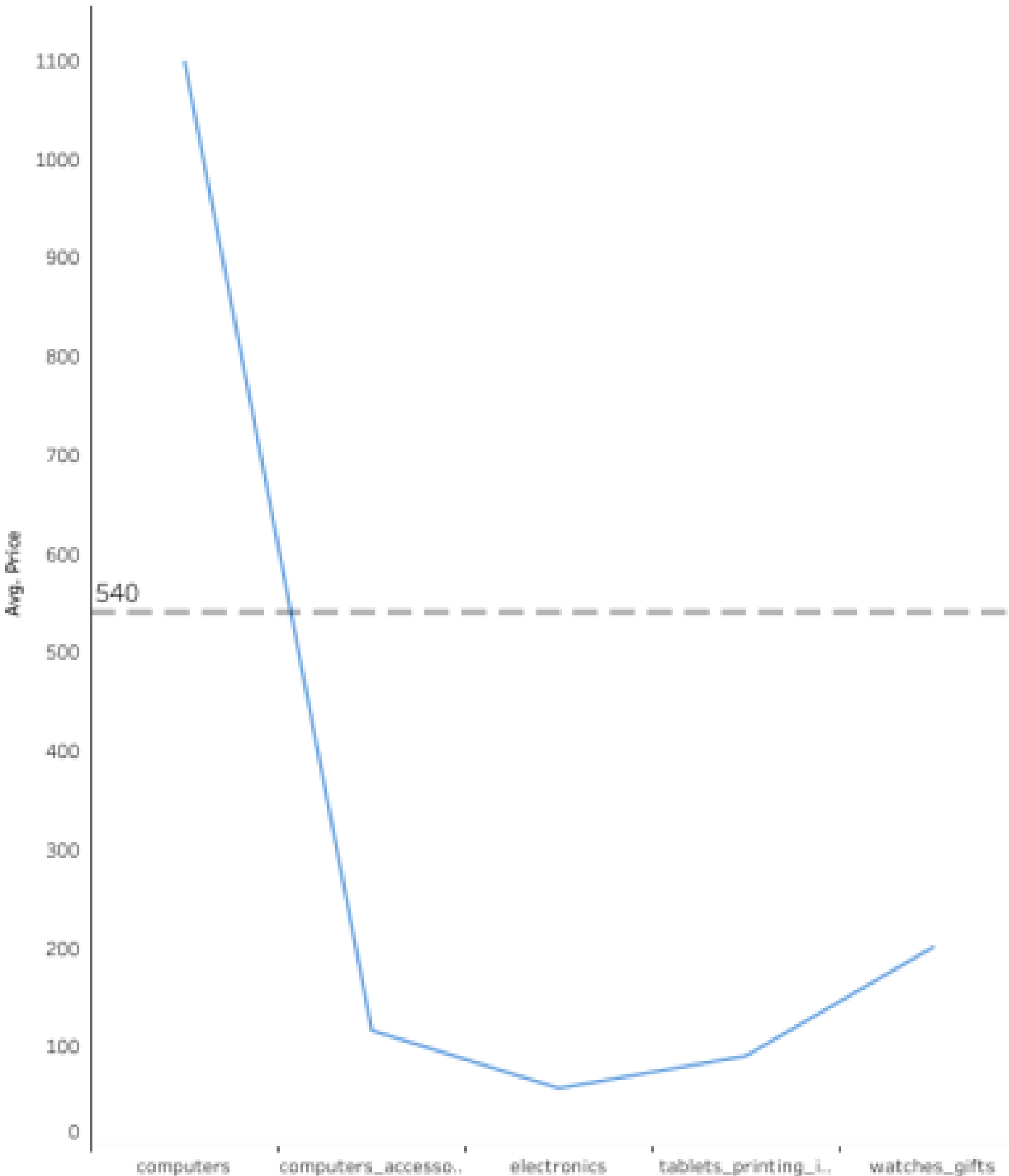
Tech products on Magist market place



Tech Products over 540€



Avg_Price of each Tech_Products in comparision to Eniac's
Avgerage Price



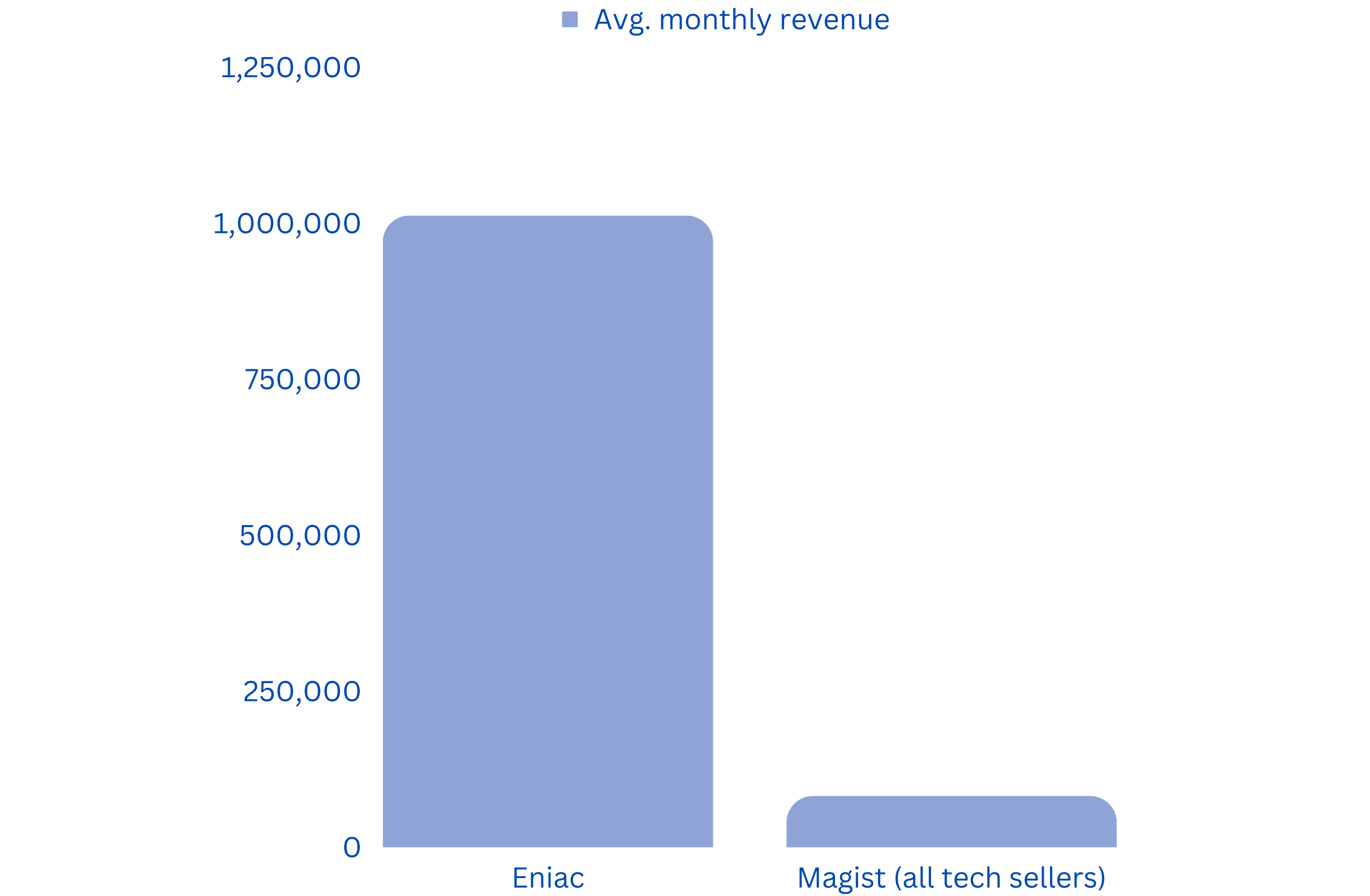
The average price of item sold by Magist : **121 \$**

The average price of item sold by Eniac : **540 €**



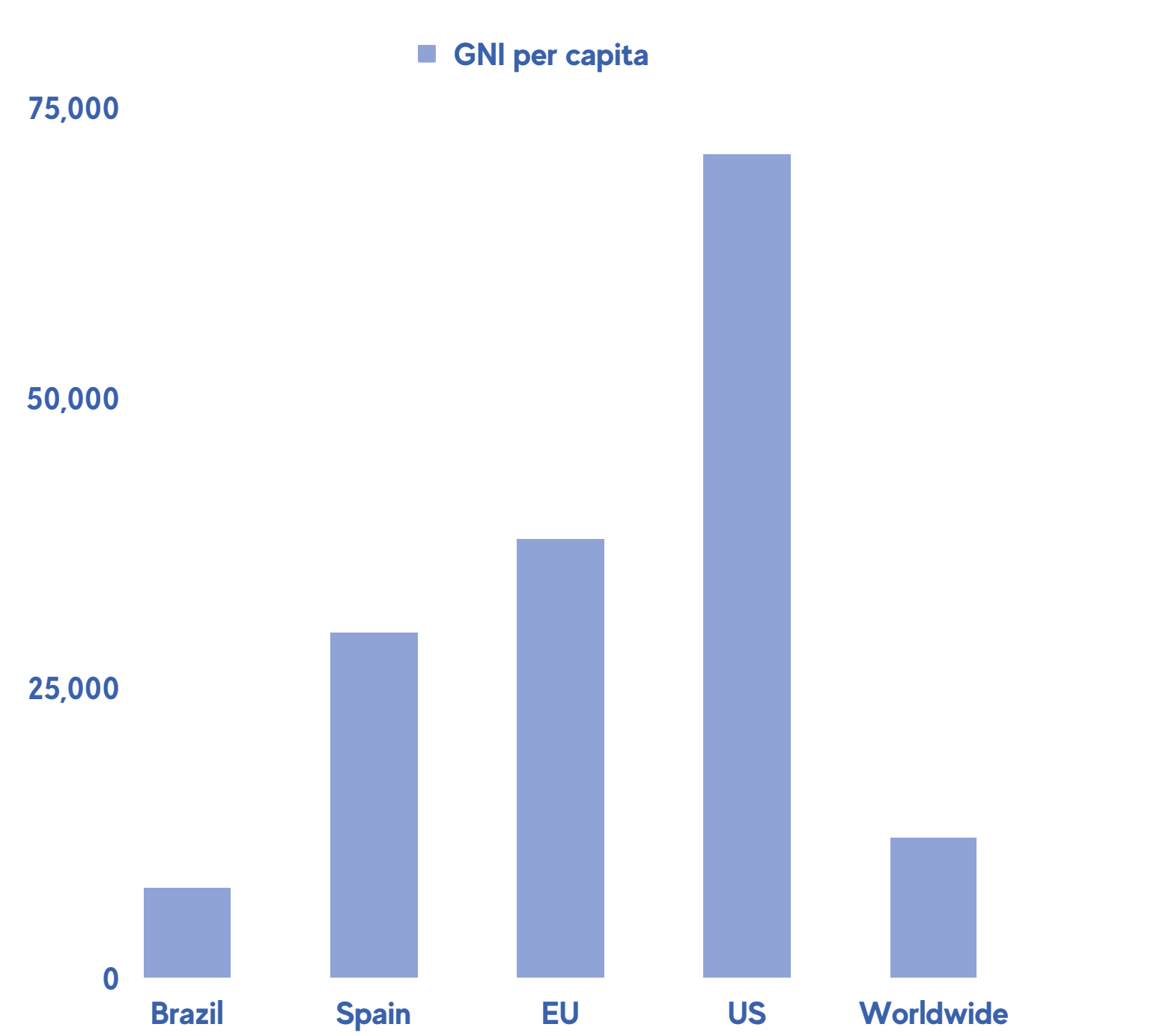
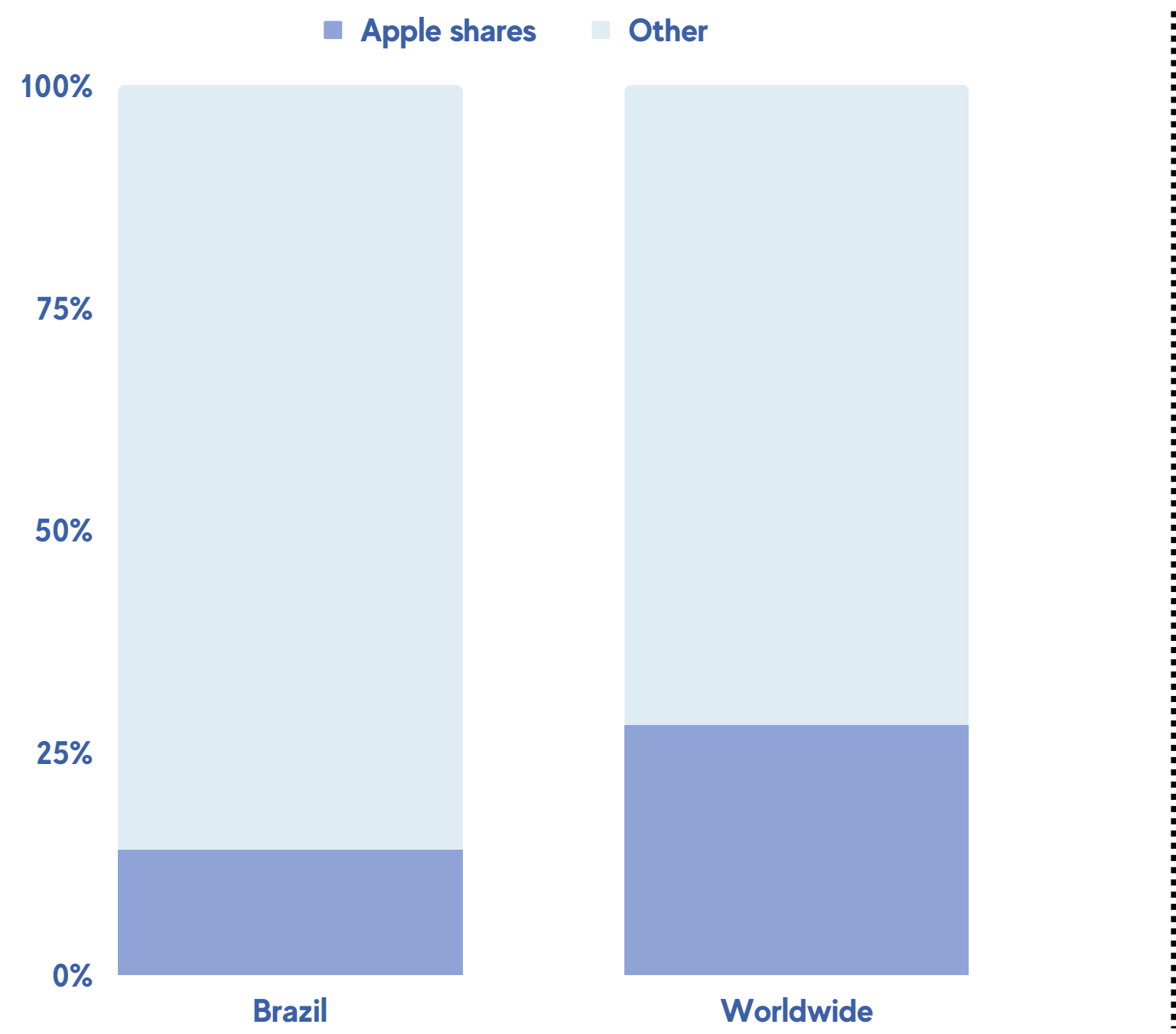
Are orders delivered on time?

- The average delivery time of Magist is **12 days**
- **10%** of all deliveries are late



Monthly revenue of Eniac vs. Magist (all tech sellers)

Is the Brazilian market a promising area for expansion?



Summary



1 out of 10 parcels is **delayed**



- **Low monthly revenues** of Magist tech sellers
- The price of the average tech item sold on Magist **is 78% lower** than the price of the average item sold by Eniac



Apple's share in the Brazilian market is **100% lower than worldwide**

Conclusion

After careful consideration of the received data and the current state of the Brazilian market, we believe that **Magist isn't a good match** with Eniac's aims and values.

We do not recommend using Magist as a bridge for expansion into the Brazilian market.

Thank You!