



Project Timeline

By

Marlen & Kholeka

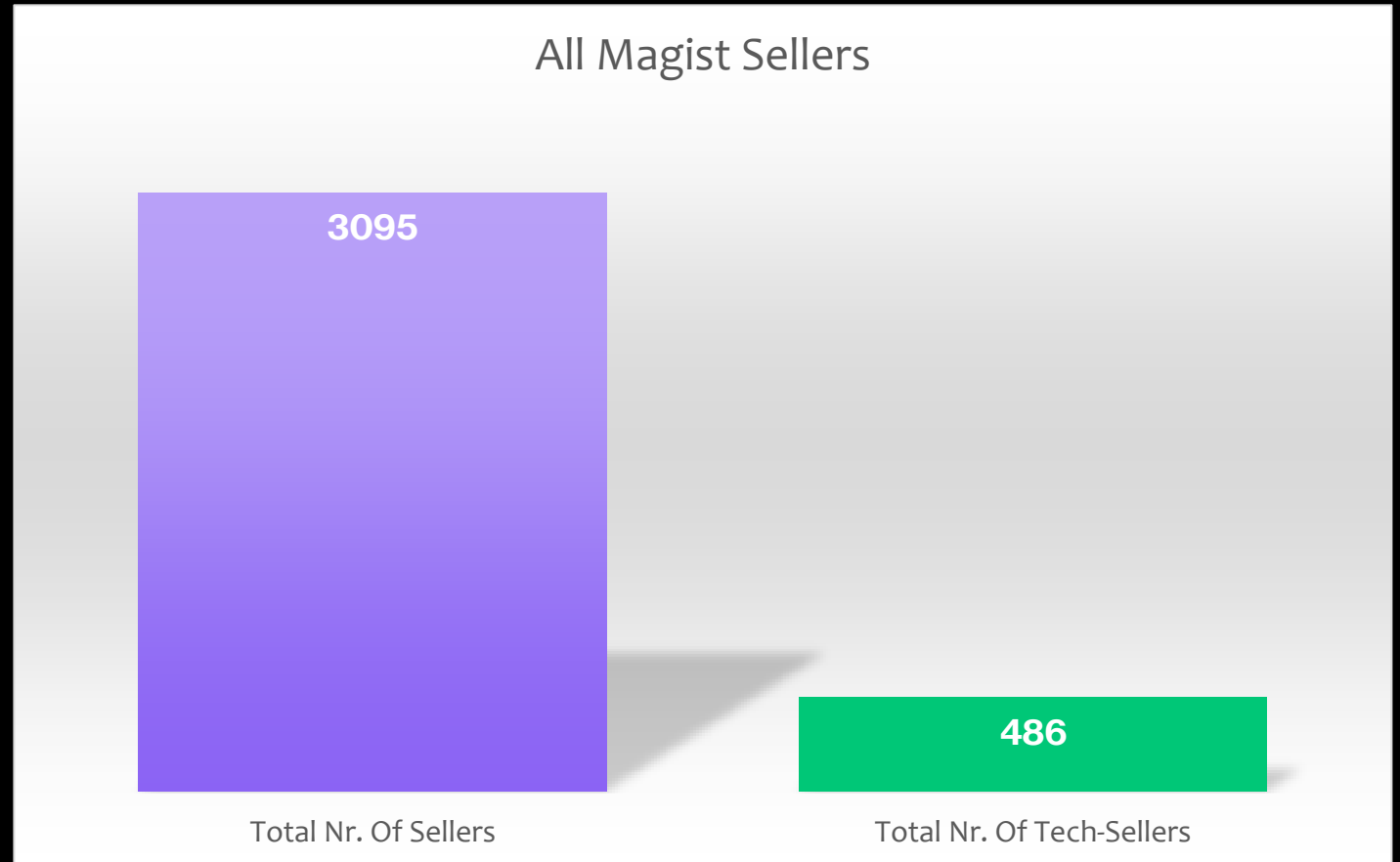
Key Question: Is Magist a good partner for high-end tech products?

Introduction - Who is Magist?

- ❖ Enjoys a huge delivery service market share in Brazil
- ❖ Centralized order management system linking small & medium business size
- ❖ Offers customer after sales services

SELLERS

Only 15.7% sellers are
categorised as tech

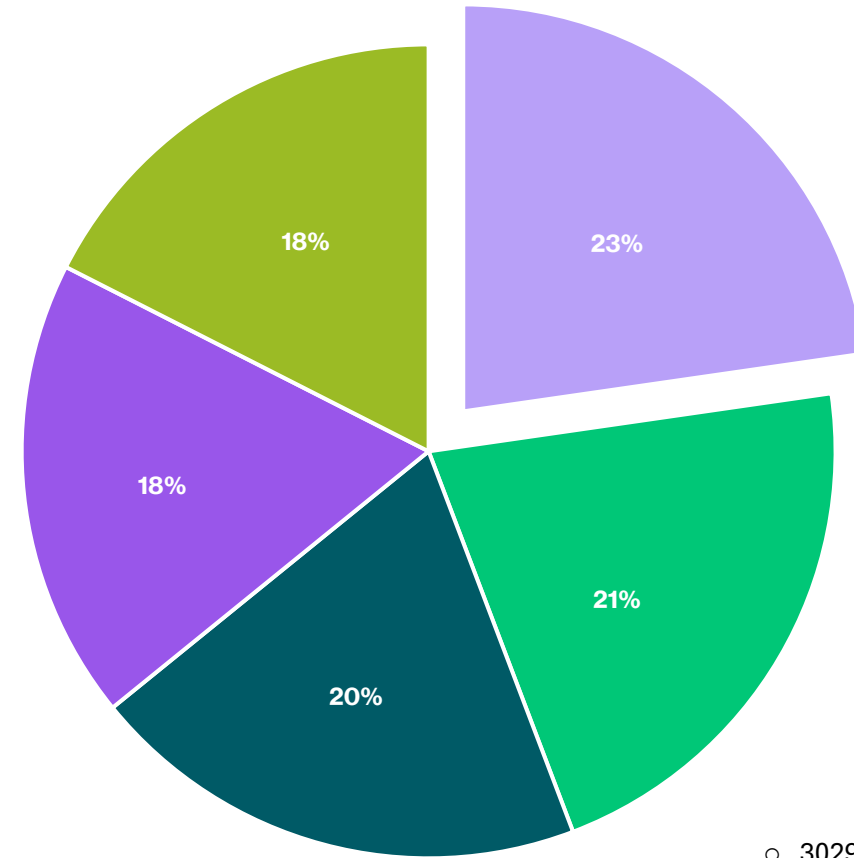


PRODUCTS

High-end
Technology
products are not
Magist's
strength:

Only 17.3% product
orders are tech related

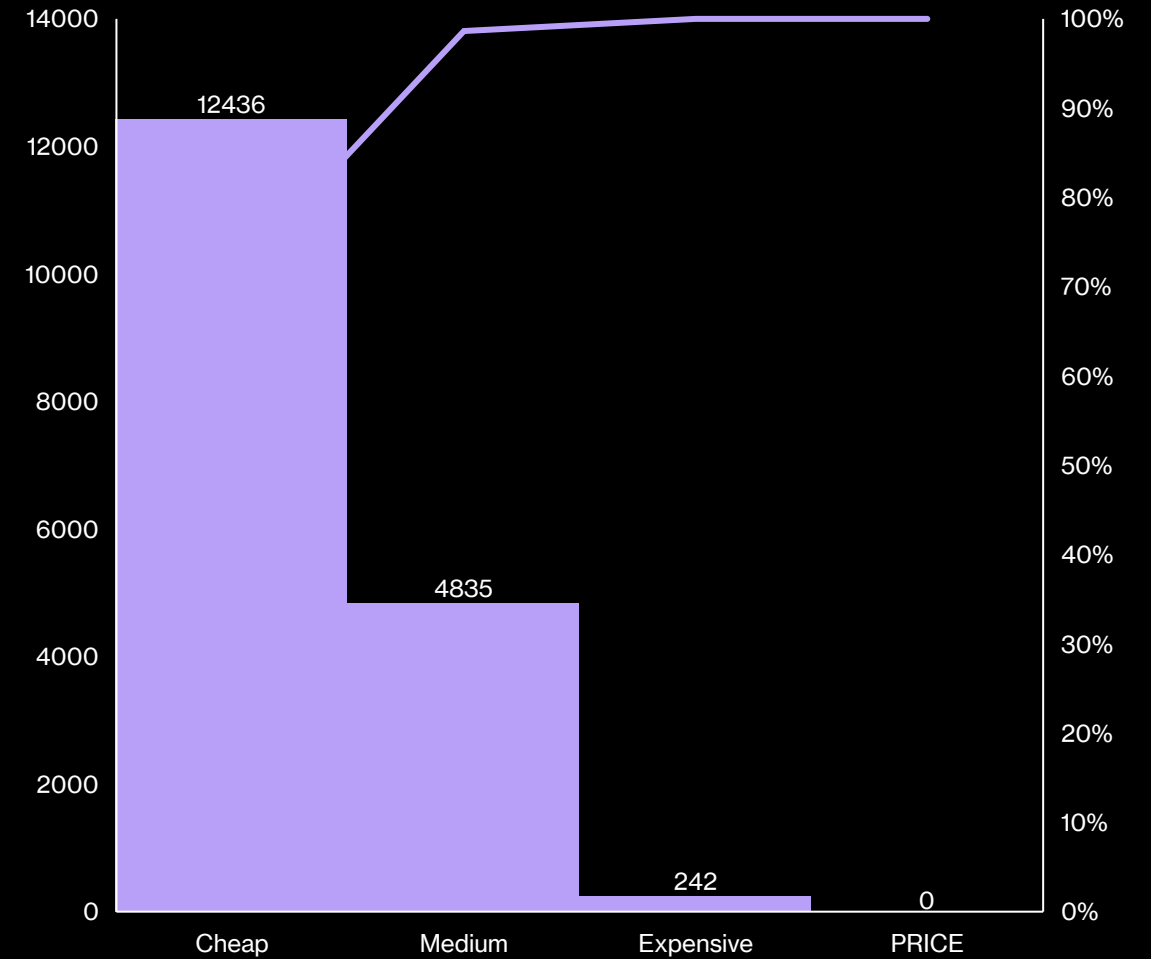
Magist Top 5 Products categories



- 3029 Bedding and Bath
- 2867 Sports and leisure
- 2657 Decorative furniture
- 2444 Beauty_health
- 2335 Household utilities

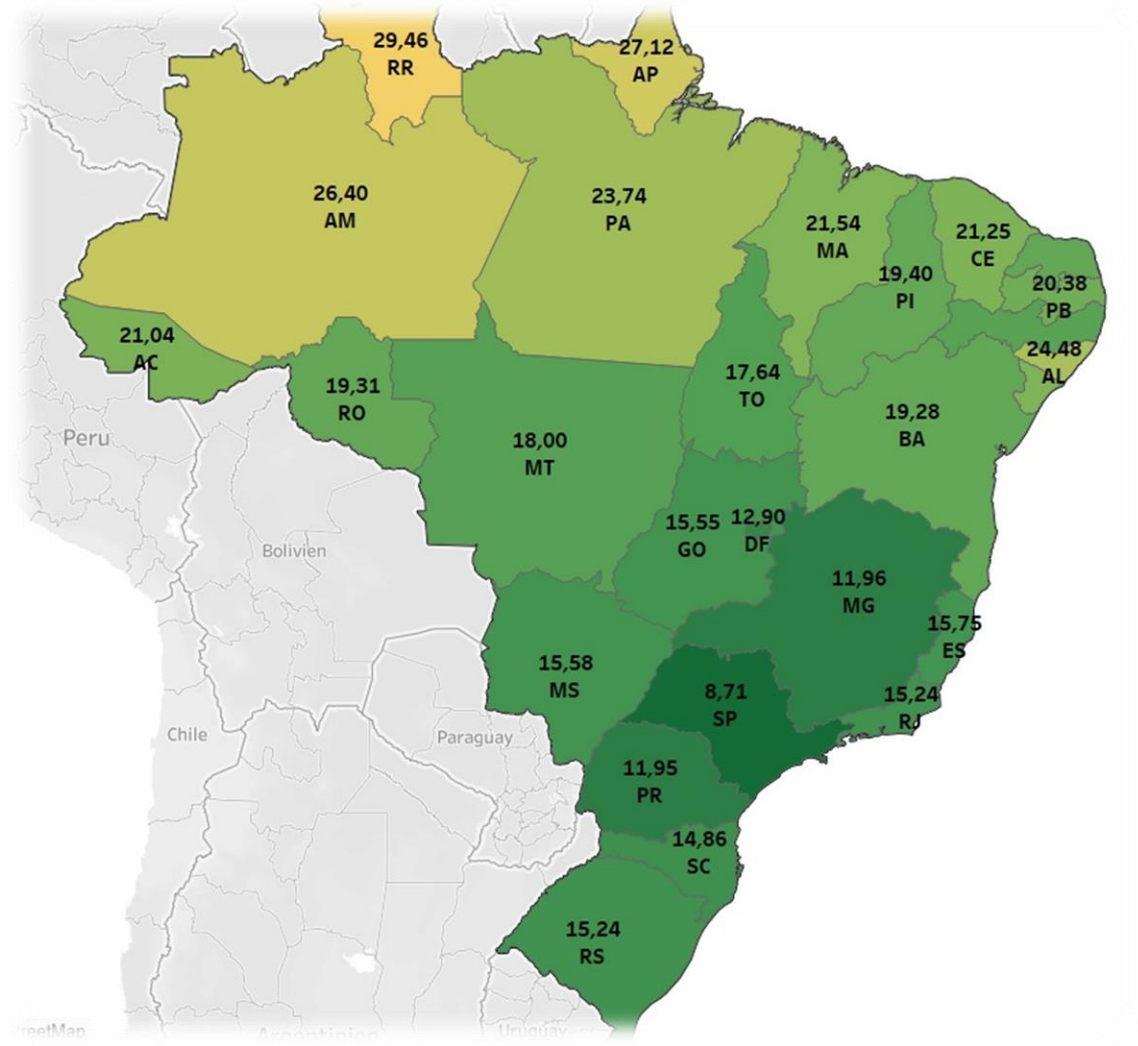
PRICE

Most orders show a preference for cheap goods



DELIVERY

Magist holds a
great monopoly
delivery services
But with very
slow lead times



Summary

–Partnership with Magist is not recommended

- Small Tech sector
- Unsatisfactory delivery services
- Recommendations:
 - Reconsider the Brazilian market and offer more affordable products
 - Understand the Brazilian market by selling through Amazon online first

THANK YOU FOR YOUR ATTENTION!

Any Questions?