Magist Not A Strategic Fit for Eniac's Brazilian Market Entry.
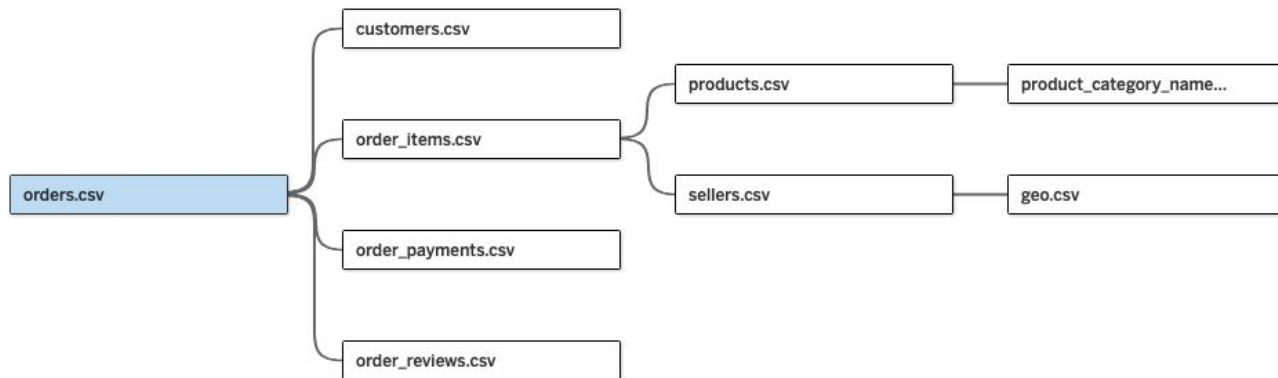
Magist dataset - at a glance

Magist: Software as a Service (SaS) Company

- **Centralized order management platform**
  connecting small and medium-sized retailers with
  major Brazilian marketplaces.

- **Comprehensive after-sales services**
  including inventory management, shipping, and
  customer support.

Dataset: 2016-2018

Our concerns

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

2. Are orders delivered on time?
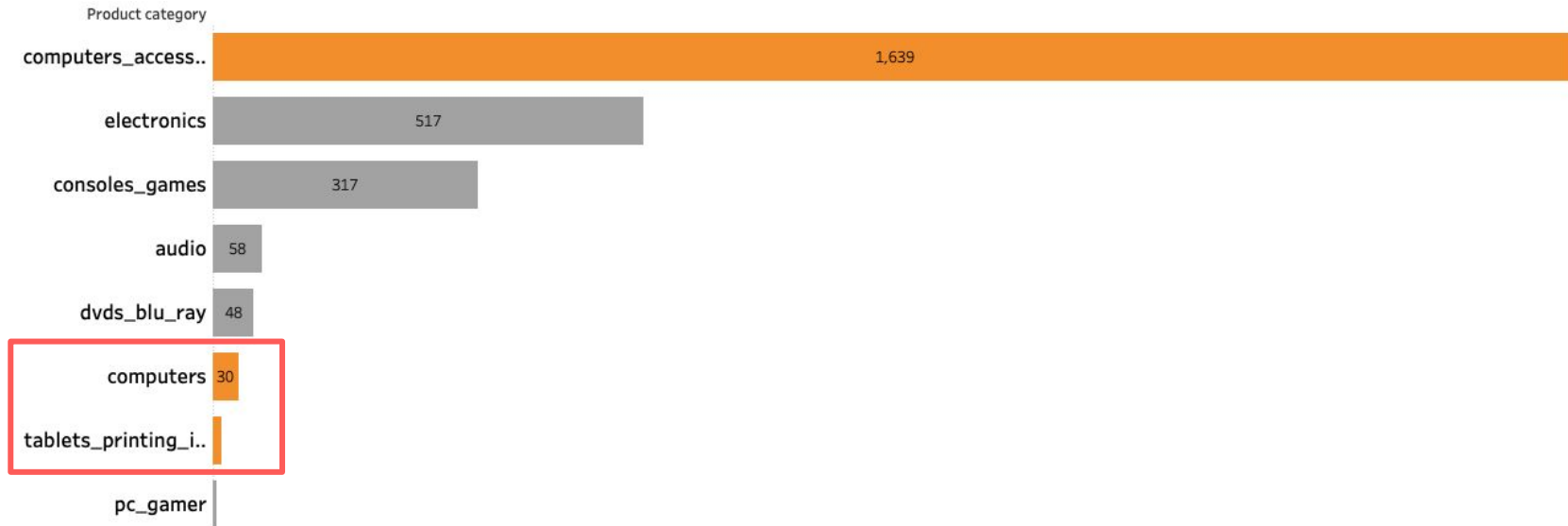
Magist deals with 8% Tech products

33k

Total catalogue products

2.5k

Tech products

60% of Tech Products coming from computer accessories

Product category	
computers_access..	1,639
electronics	517
consoles_games	317
audio	58
dvds_blu_ray	48
computers	30
tablets_printing_i..	
pc_gamer	

Magist sales have 10% of Tech products

113k

Total products sold
in 3-years

12k (10%)

Tech products sold
in 3-years

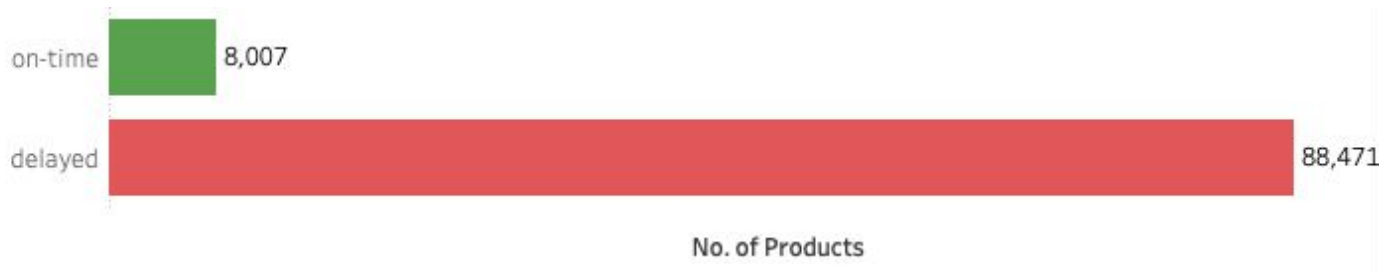## Magist lacks high-end tech depth

120€

Average price of
Tech Product

Vs.

540€

Average item price -
Eniac

Magist Delivers…… Eventually

	No. of Products
on-time	8,007
delayed	88,471

12d

Average delivery time for all products

12.5d

Average delivery for Tech products

In a nutshell.....

"Magist supports only a limited range of high-end tech products, and its delivery performance has been underwhelming, making it an unsuitable fit for our portfolio."
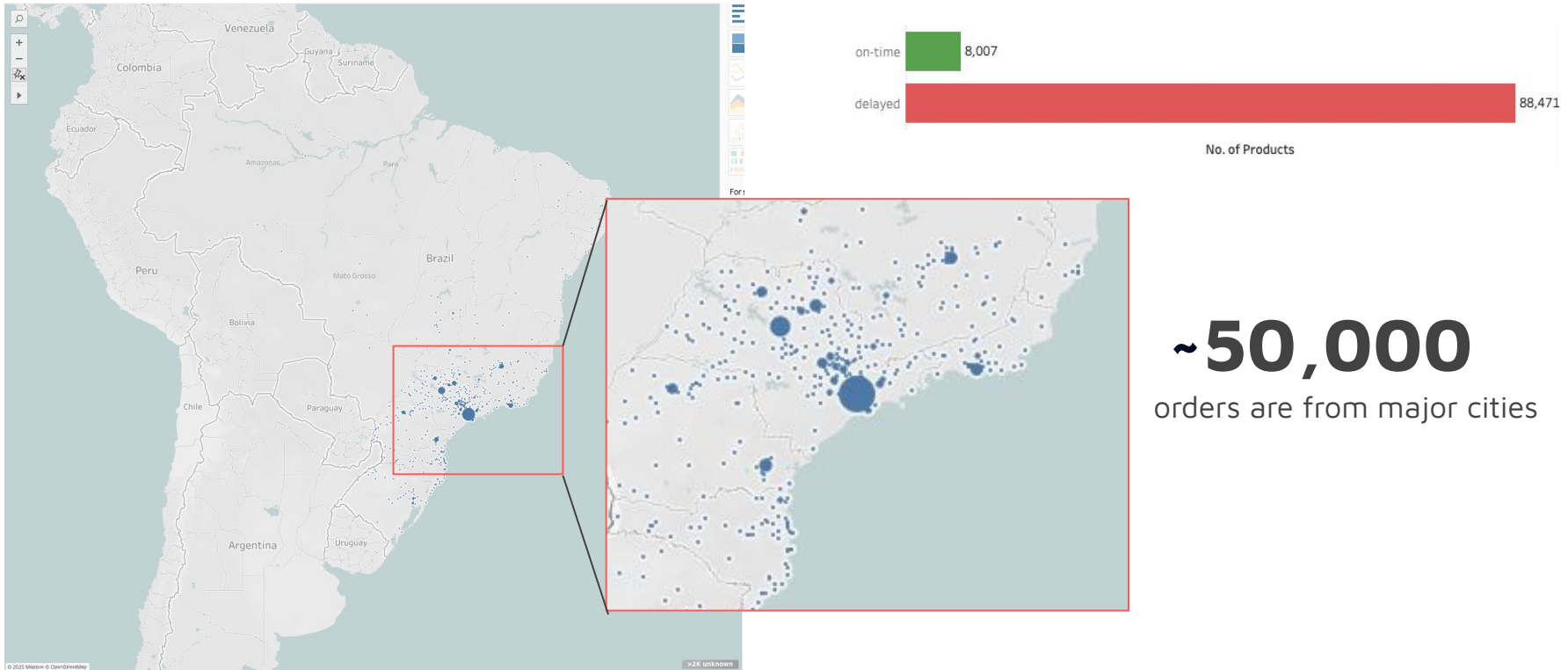
Thank you!

Any questions?

Presented by Sutanni, Krishna, Marc

Presentation Appendix

Delayed deliveries not linked to rural orders

on-time 8,007

delayed 88,471

No. of Products

~50,000

orders are from major cities

Magist has a very good review score

56593 ★★★★★

18929 ★★★★

8120 ★★★

3152 ★★

11571 ★

85% 3+ star rating

Apple sales are stagnant in Brazil

Exhibit 1: Brazil Smartphone Shipments Share by Brands

Brazil **Smartphone** Shipment Market Share (%)	Q1 2017	Q1 2018
SAMSUNG	44.2%	45.6%
MOTOROLA	16.8%	19.8%
LG	13.0%	11.4%
APPLE	5.8%	5.7%
POSITIVO	1.4%	1.9%
OTHERS	18.8%	15.6%
TOTAL	100%	100%

Source: Counterpoint Research: Quarterly Market Monitor Q1 2018

Exhibit 2: Brazil Smartphone Market – Price Band Share by Quarter: Q1 2018

Global Shopaholics - potential competitor

How it works

01
Sign Up

Register with Global Shopaholics to get your free U.S. address and shop from any USA retailers for worldwide shipping.

02
Purchase

Buy your favorite U.S. products and ship them hassle-free using your tax-free U.S. address from Global Shopaholics!

03
Shipping

From our U.S. warehouse to your doorstep worldwide—our package forwarding service in the USA ensures safe and efficient shipping.

Our Proud Shipping Partners

Open Questions

Who is our customer?

- from major cities of Brazil only?

    OR

- from throughout the country?