

# **Expansion into the Brazilian Market - “Magist”**

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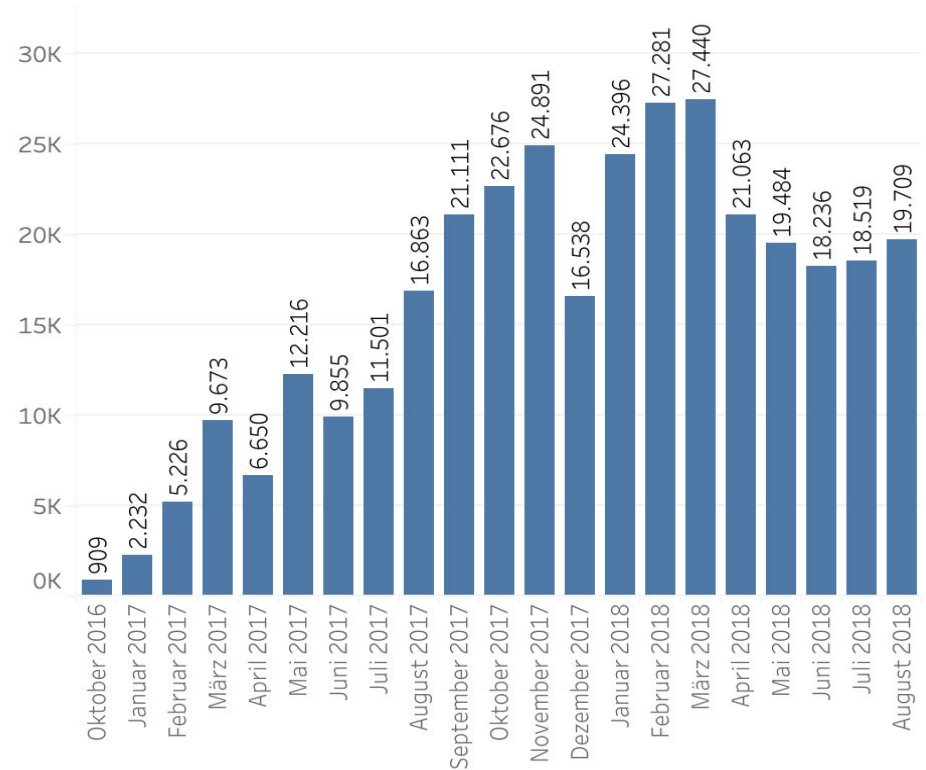
# Factors to consider

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

Are orders delivered on time?

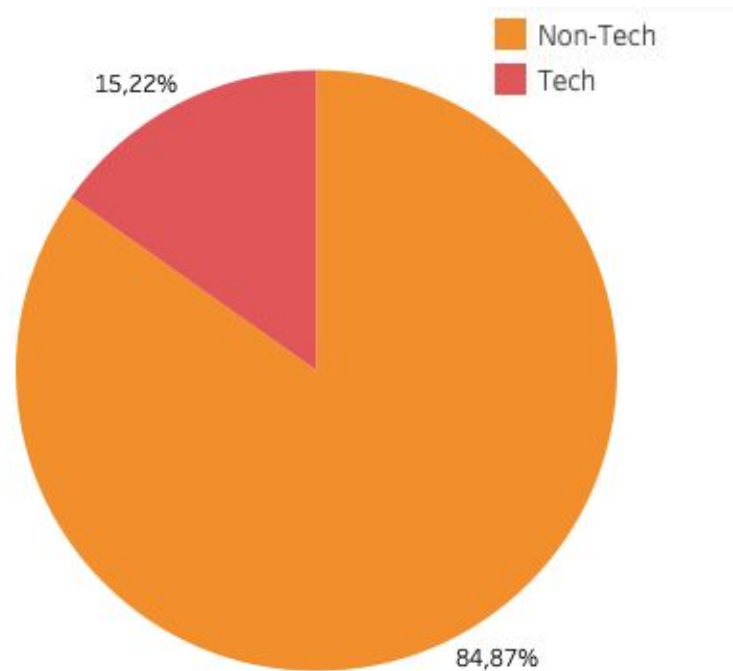
# Revenue From Tech Products

- The monthly revenue over time **fluctuates**.
- **2018** showed a **decrease** in revenue.



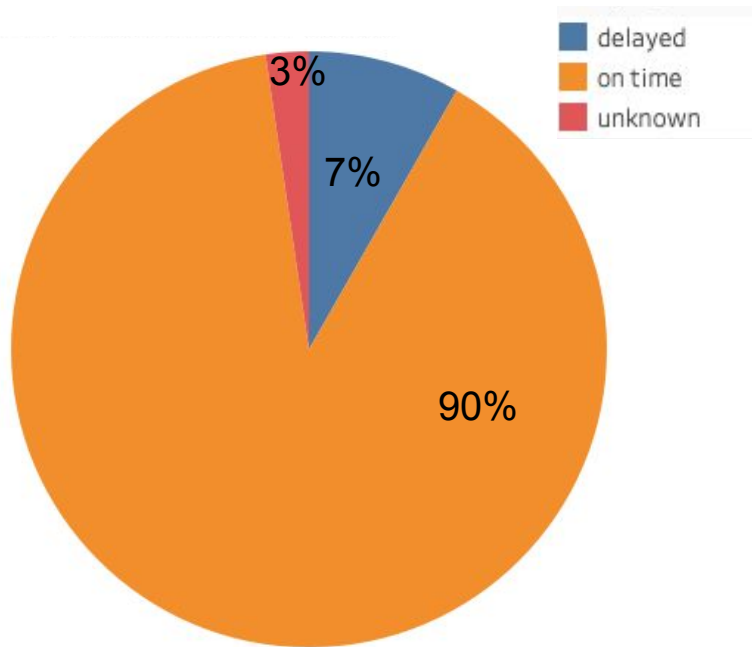
# Percentage of Tech Products

- **High-End Tech Products** represent **15%** of the **entire inventory** sold on Magist.
- It is **not the leading category**, but displays a **significant share**.



# Are Orders Delivered On Time?

- On an average **12 days**: to deliver an order.
- **90% orders** delivered on time, **7%** got delayed.
- About **3% orders** were not deliverable.
- **No significant pattern** of delays found!



# Conclusions

- Magist is **used for tech products**, but **not exclusively**.
- Further analysis on the Brazilian Market is needed **to understand the financial profitability**.
- Estimated delivery time is **generally too long**, however orders are delivered within this time frame.
- Eniac **should consider** other Brazilian platforms or other markets **before deciding** on Magist.



Thank you!





# Average Price of Expensive Tech Products

- Average Item Price of Tech Products sold at Magist is around 20 EUR.
- Apple products are sold for ~15% less in Brazil compared to Europe.

