

Brazilian Market Expansion: Partnering with Magist?



Four Pillars of Analysis

Magist's growth

1

Overall strategic
alignment

2

Delivery times

3

Customer
Satisfaction

4

Magist's Data: A Comprehensive Overview

- Range: 25 months of sales
- Includes data for all product categories
- Findings are filtered to only “tech accessories”
- We have no insight on specific product names / types

Brazilian Market: Overview and Relevant Insights

- Market overview
 - The compound **annual growth** rate of the market in the period 2014–19 is predicted to be **8.3%**. (3.7% in Spain)
 - 12% of users are iOS users - **market size: 25 million people**
- Relevant market insights
 - **Taxes** on electronic among the **highest 20 in the world**
 - [...] “purchased from the *same manufacturers*. Players therefore **compete on service and price**, and only very rarely on product.”
 - “Brazil applies a **60 % flat import tax**”

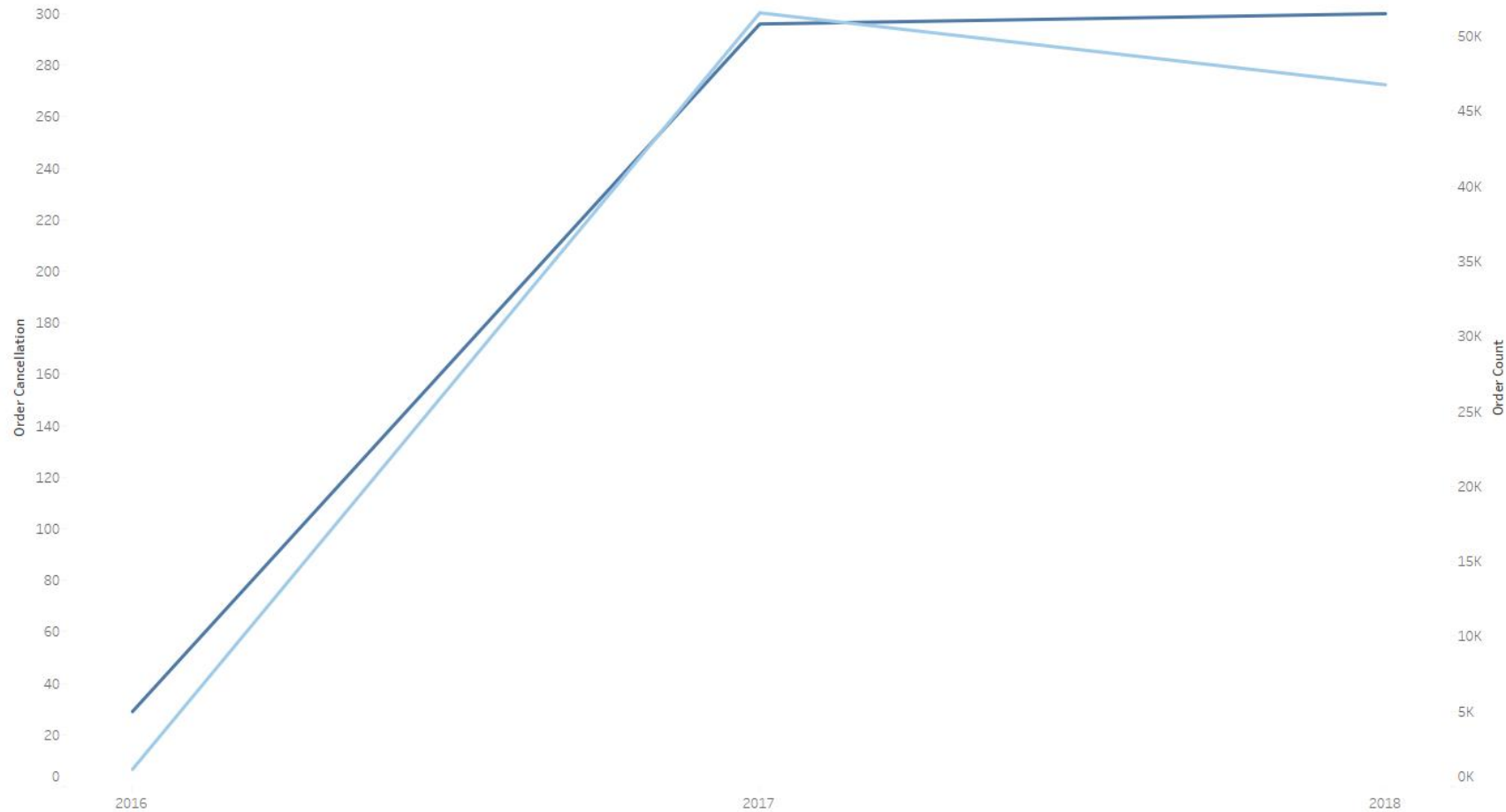
A panoramic view of Rio de Janeiro, Brazil, featuring the Christ the Redeemer statue on Corcovado Mountain in the foreground. The statue is white with outstretched arms, overlooking the city and the bay. In the background, there are lush green mountains, a blue bay filled with many small boats, and a hazy cityscape under a bright blue sky with scattered white clouds. A semi-transparent white banner is overlaid across the middle of the image, containing the text 'MAGIST'S GROWTH' in bold black letters.

MAGIST'S GROWTH

Growth

1

Decreasing orders, increasing cancellations



An Unexpected Shift in Magist's Performance - June 2018

All orders are now cancelled

	June 2018	July 2018	August 2018	September 2018
Cancellations	41	84	15	4
Number of orders	6,265	6,549	16	4

16.5% of all cancellations happened in the last 4 months

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STRATEGIC ALIGNMENT



5% of products
offered are in the
tech category

VS.

Only 1.7% of all
orders included
relevant tech items



9% of all sellers
are tech sellers

VS.

Only 7% of
income goes to
tech sellers



Average monthly
income of tech sellers
is **34.4K**

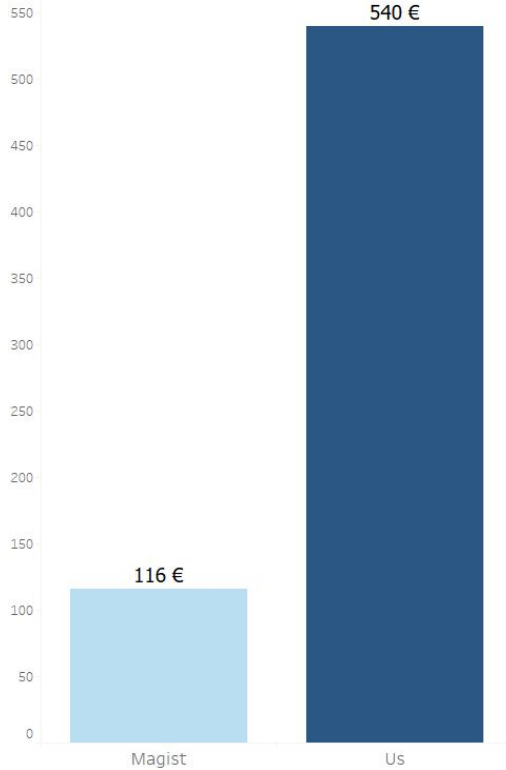
VS.

Our average
monthly income is
1.17M

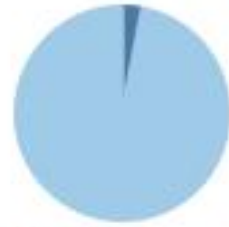
Low Demand For Tech Accessories Among Magist's Clients

Alignment 2

Average product value



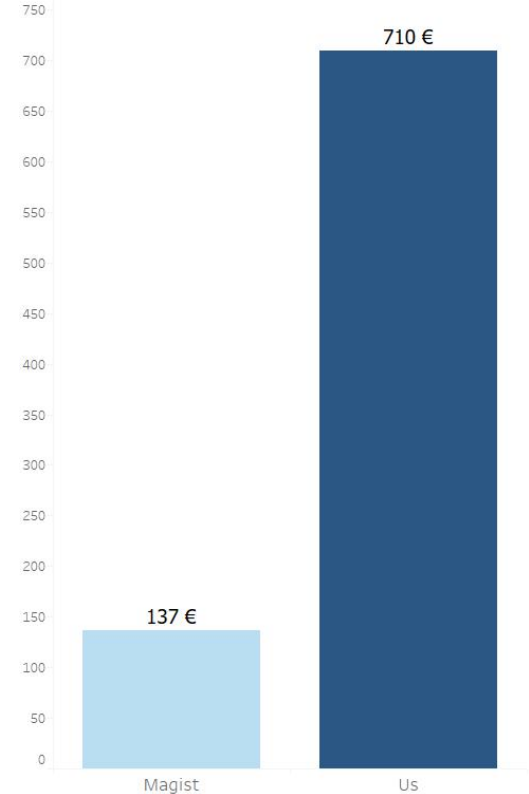
3.8%



96.2%

Products valued at or
above 300€ only represent
3.8% of the overall tech
sales

Average item value



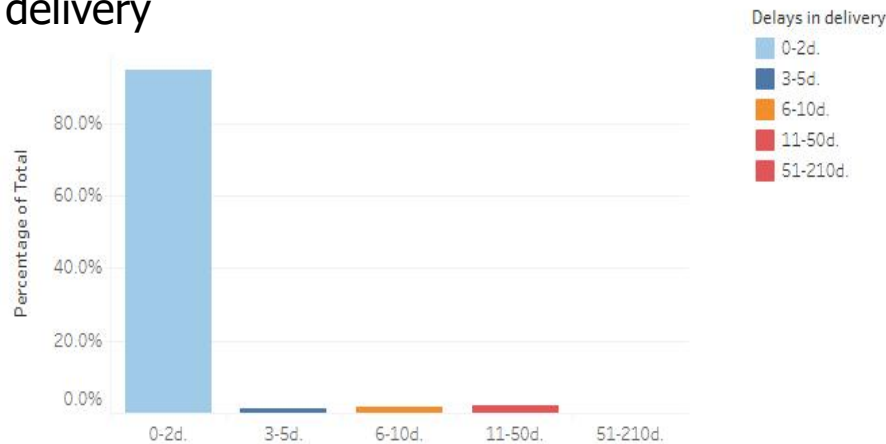
Understanding Magist's Clientele: **A Preference for Affordable Solutions**

A panoramic view of Rio de Janeiro, Brazil, featuring the Christ the Redeemer statue on Corcovado Mountain in the foreground. The statue is white with outstretched arms, overlooking the city and the bay. In the background, there are lush green mountains, a blue bay filled with boats, and a hazy cityscape under a bright blue sky with scattered white clouds.

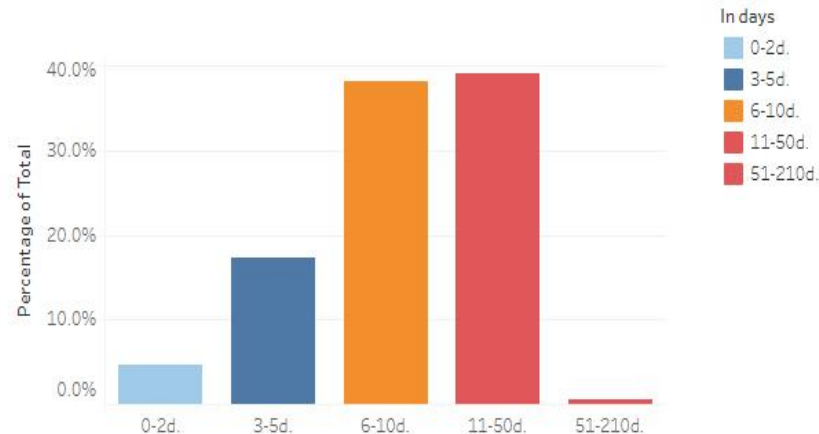
DELIVERIES

Delivery: Beyond Time - **Accuracy vs. Timeliness**

Estimated delivery – actual delivery



Actual delivery times



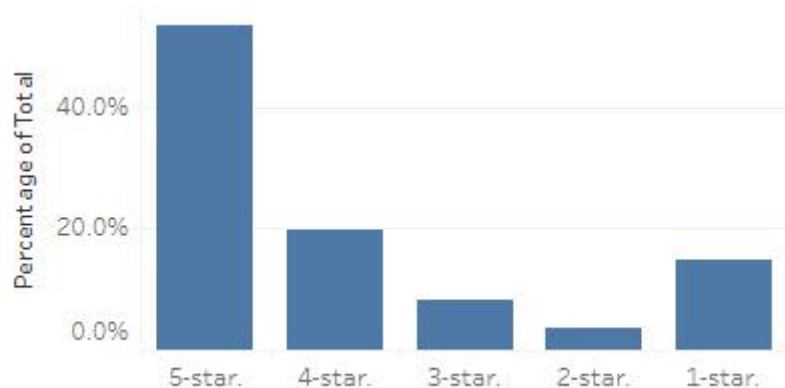
Estimated delivery is roughly the same as actual delivery given that 94.6% of deliveries are within two days of the estimated ones.

A scenic view of Rio de Janeiro, Brazil, featuring the Christ the Redeemer statue on Corcovado Mountain in the foreground. The statue is white and stands with arms outstretched. Below it, the city of Rio de Janeiro is visible, nestled between the bay and the mountains. The bay is filled with many small boats. In the background, there are more mountains and a clear blue sky with some clouds. A semi-transparent white box is overlaid on the image, containing the text "CUSTOMER SATISFACTION".

CUSTOMER SATISFACTION

Customer Satisfaction: Positive-Negative Ratio

Customer reviews for all states



Positive and negative reviews* in percentages



Over half of the negative issues mentioned at least one of the **following problems**:

- **Post Office loses / steals items**
- **Did not receive everything ordered**
- **Late or never arrived**

* We defined "negative reviews" as anything below 4.

RECOMMENDATIONS



Brazilian
market

1



Deliveries

2



Strategic
alignment

3



Customer
Satisfaction

4



Growth

5