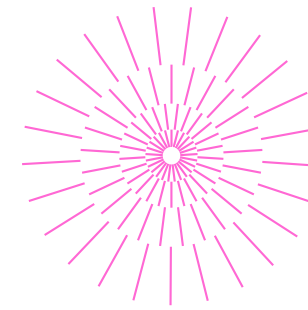


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# Deal or No deal?

# Magist

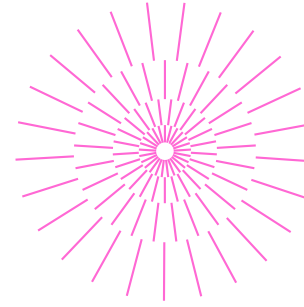
Presented by: Haritha, Wajeeha, Adi



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# Company Overview

Magist is a Brazilian Software as a Service company that offers a centralized order management system to connect small and medium-sized stores with the biggest Brazilian marketplaces.

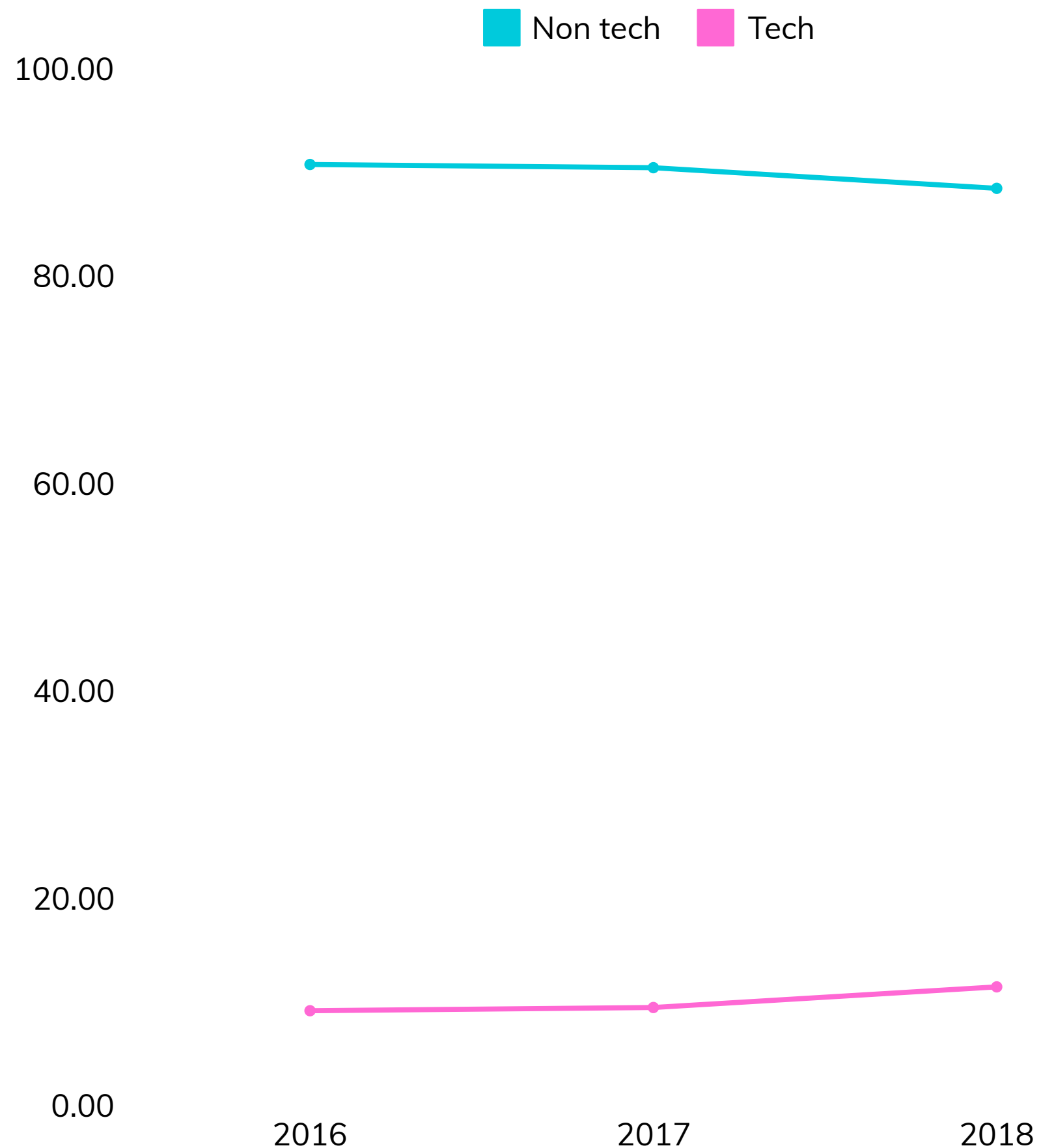


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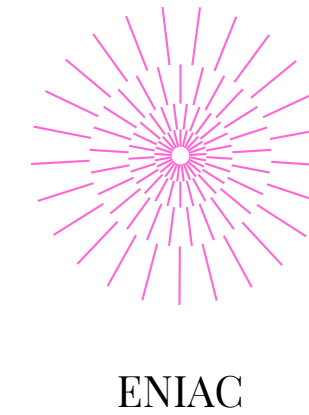
# Recommendations

We recommend not proceeding with this deal

1. Magist lacks Technology portfolio
2. Partnership could cause harm to Eniac's customer experience



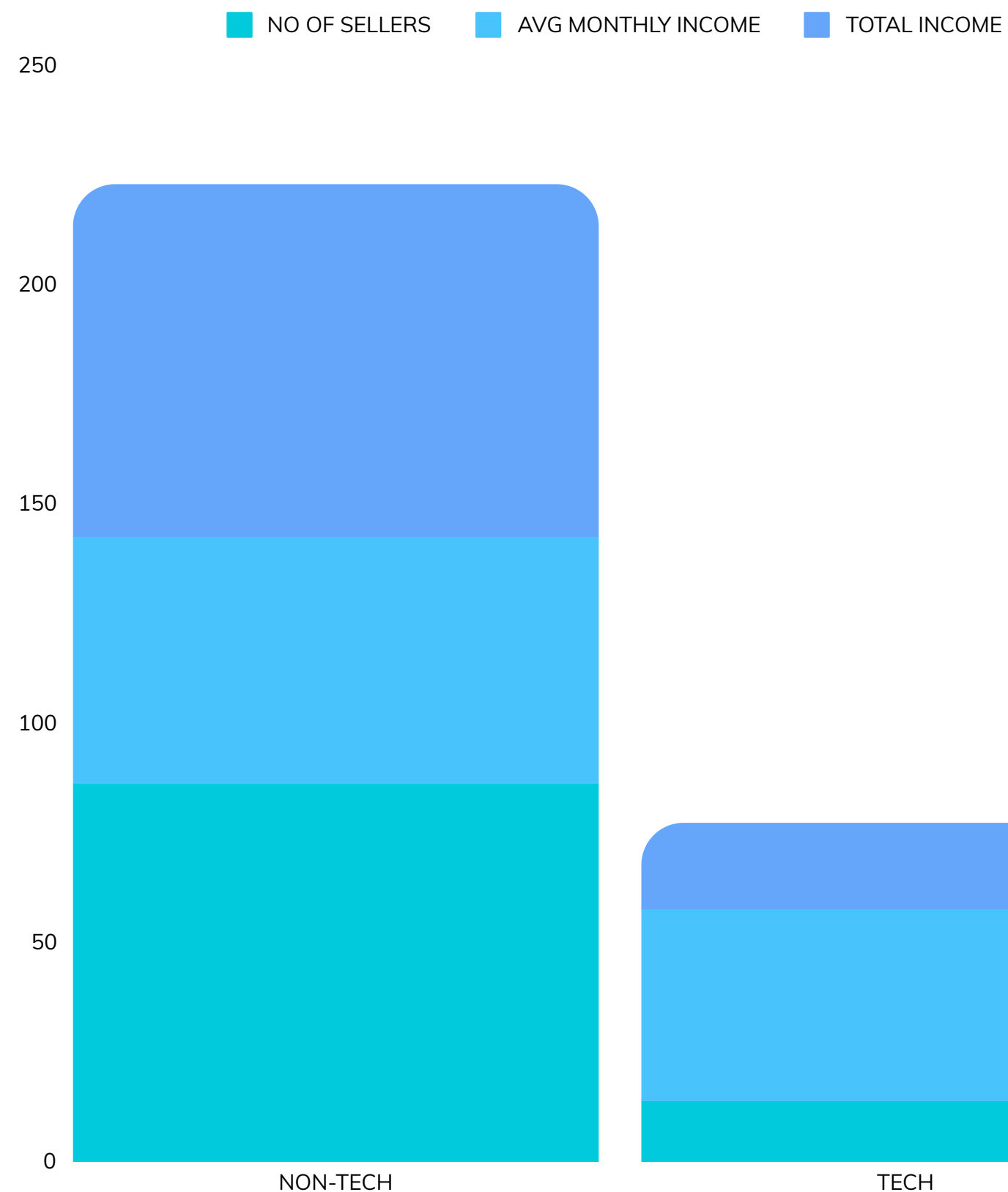
Source: Magist Database



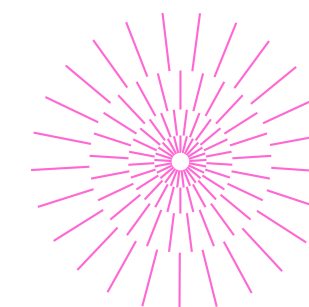
# Non-tech sales steals the spotlight

Non Tech sales form majority of the sales for Magist

This may prove to be an advantage making Eniac pioneers with many tech products on their platform



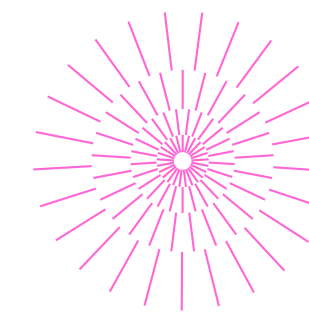
Source: Magist Database



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# Platform leaning more towards the Non-tech sellers

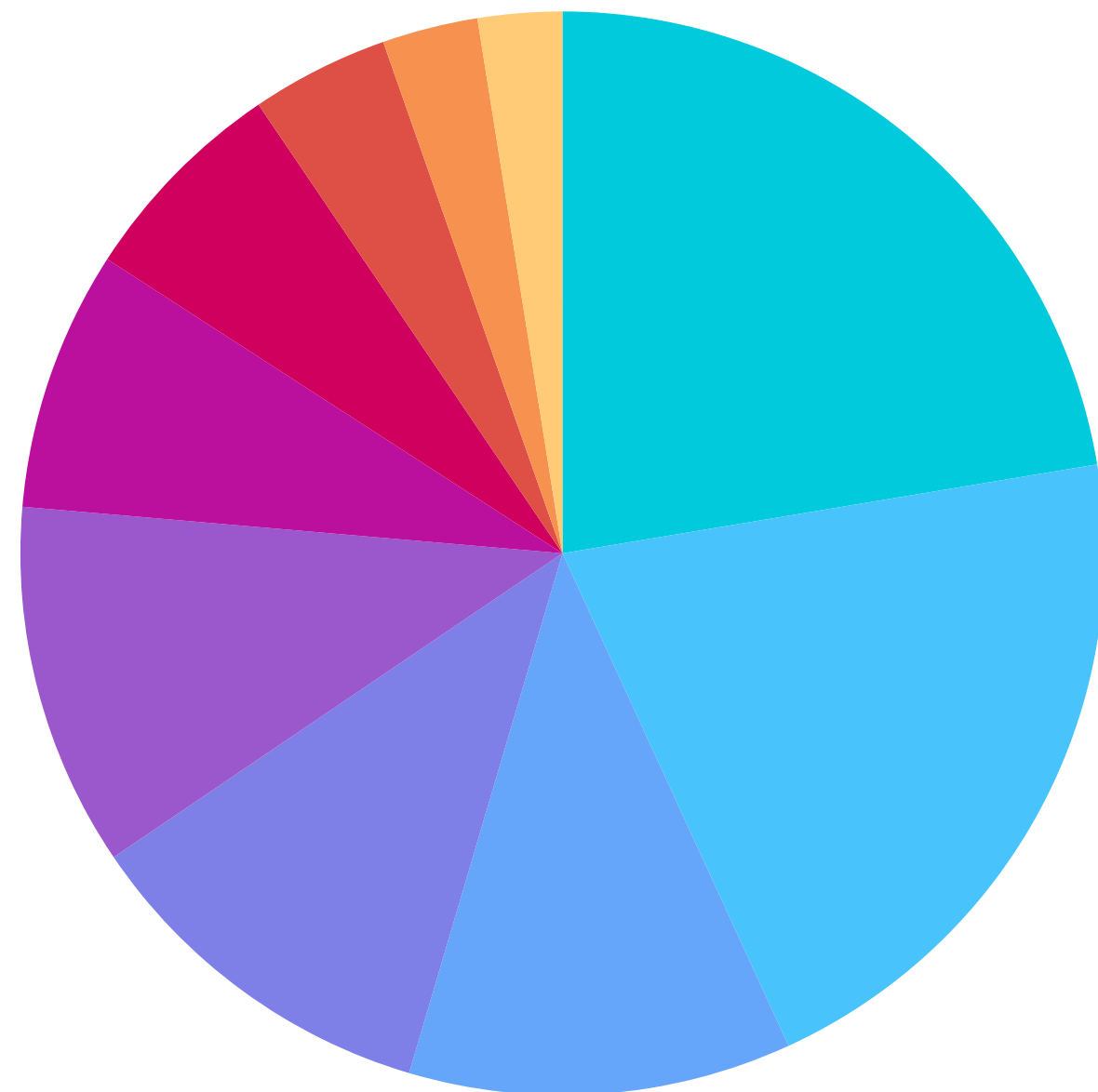
Total amount of income for tech sellers not increasing as much in comparison with non-tech sellers



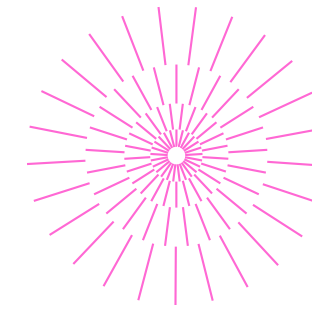
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# Digital appliances takes most of the market in Brazil, 2018

Mobile phones & computers form 43% of  
products sold



Source: Ecommerce Foundation, September 2019

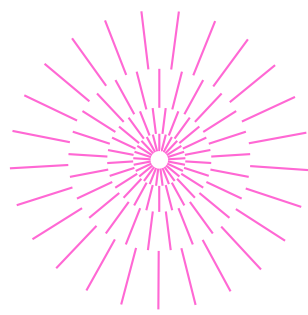


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# Unaffected by the weight of the product or destination

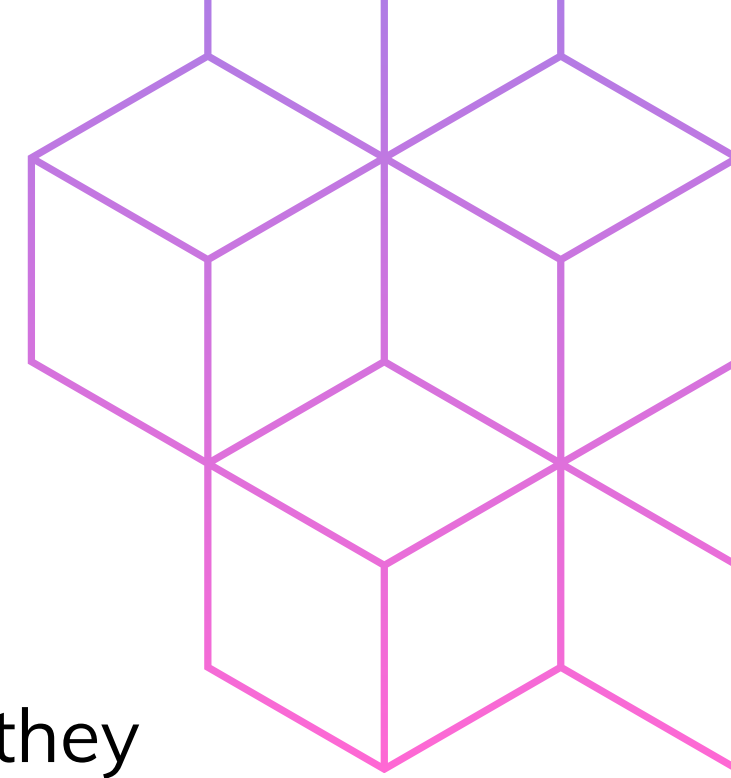
Magist's delivery data analysis speaks volumes:

“ 92% **Delayed**, 8% **On-time** ”



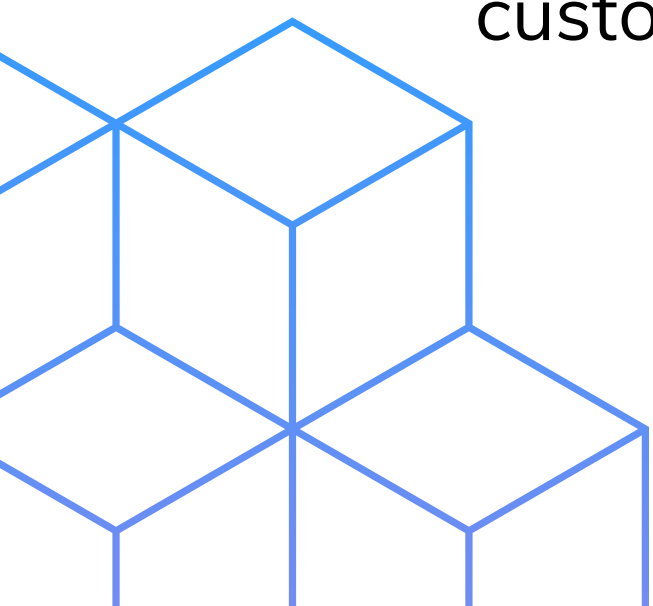
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# Reasons for rejection

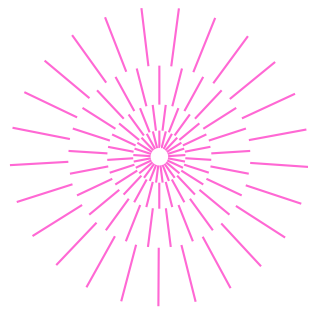
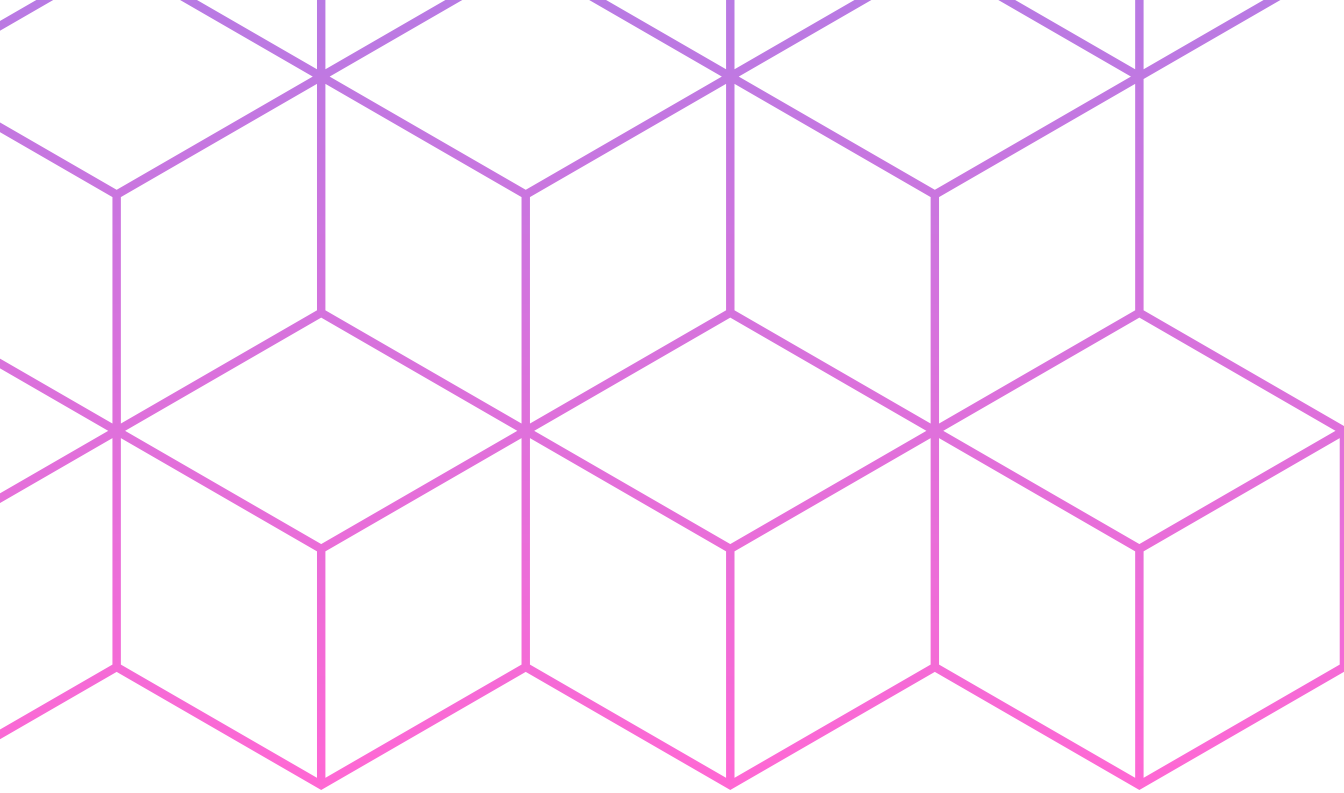


## Challenges

- Magist lacks experience in selling technology products and we don't know if they would be the right fit for us given our portfolio
- They lack experience with handling expensive technology product sales
- The average income for technology sellers is not increasing in comparison to non-tech sellers which makes us question if this deal is effective from a revenue generation perspective
- The average delivery time for Magist is 12 days, significantly longer than Prime deliveries, which typically arrive within 1 day. This also differs from the Eniac's customer experience we provide in other geographies.





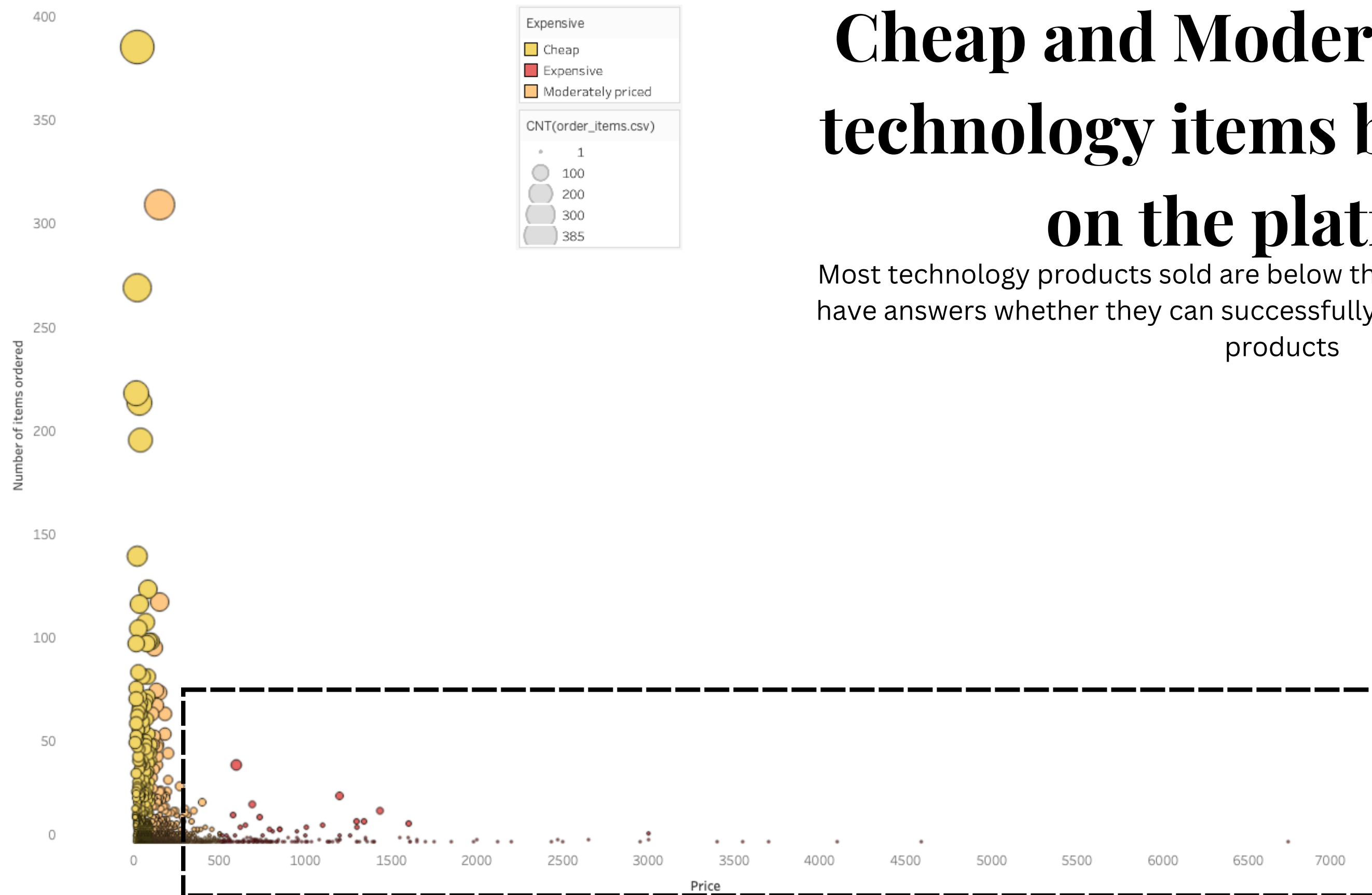


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# Appendix

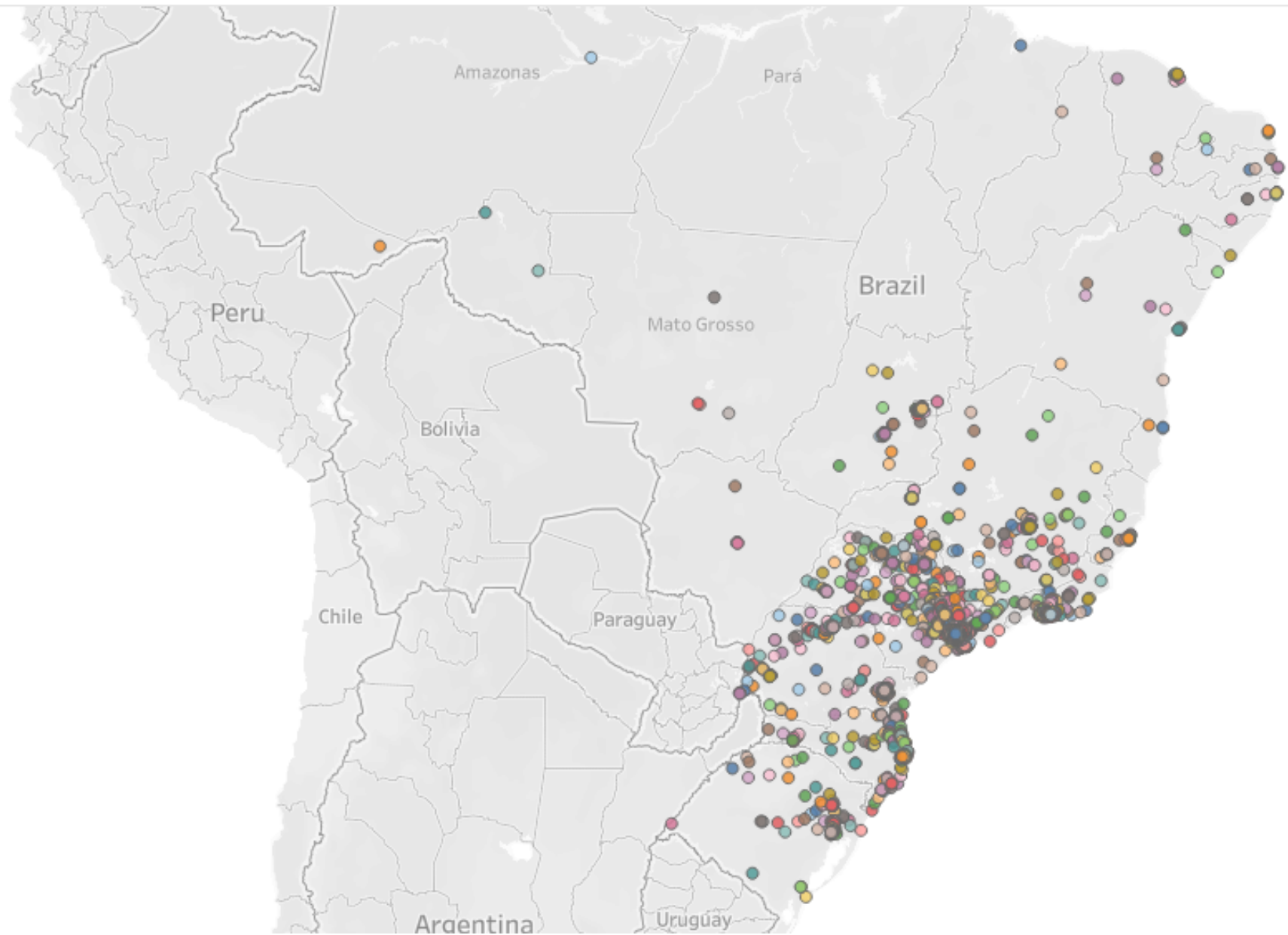
# Cheap and Moderately priced technology items bought more on the platform

Most technology products sold are below the range of \$500 and we don't have answers whether they can successfully deal with handling expensive products

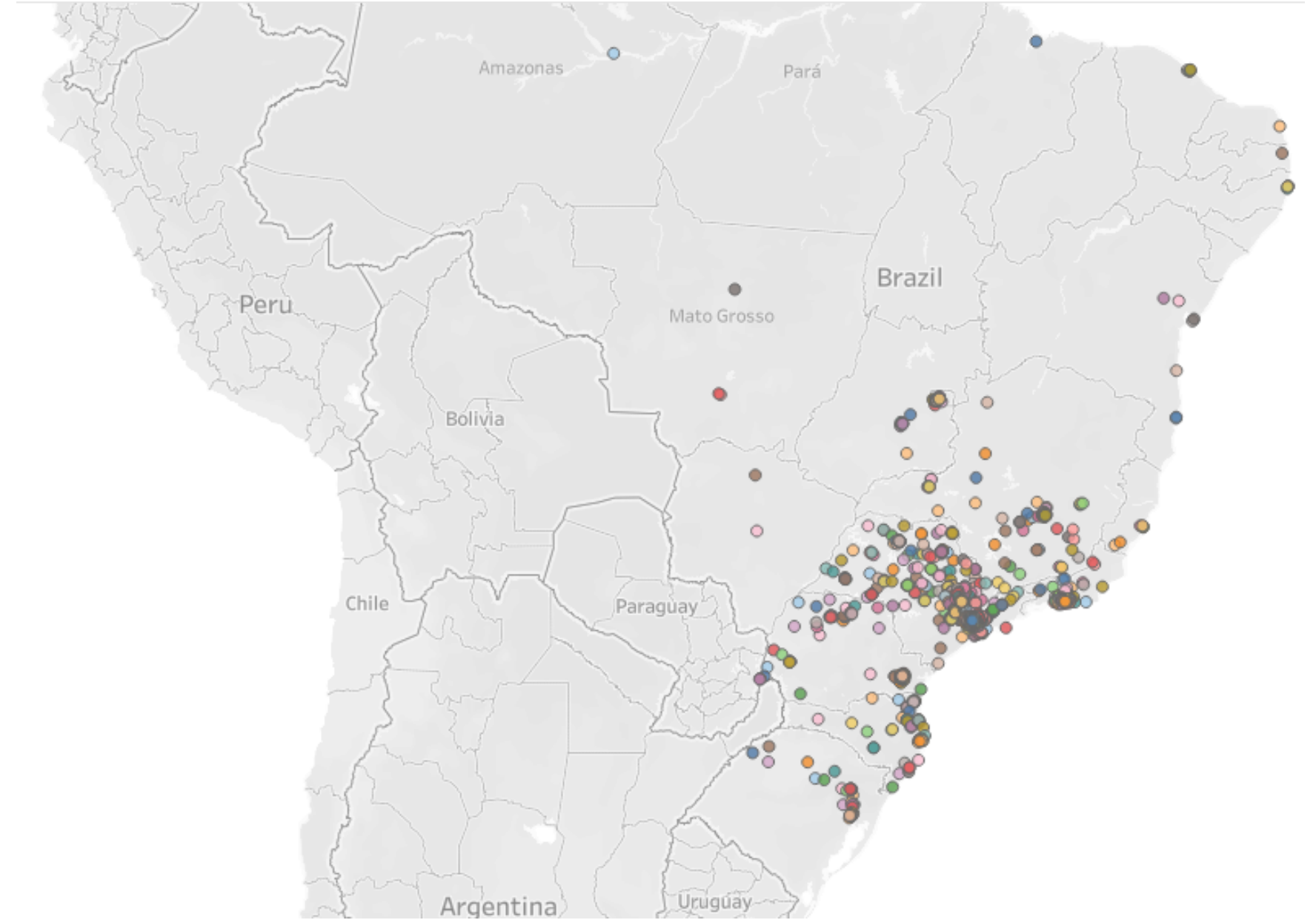


- There is no defined pattern indicating that the delivery of Magist's products is affected by the destination.

**Delayed**



**On-Time**



- Magist primarily consists of light-weight products

