

Magist as a Potential Partner for High-Tech Sales in Brazil

Strategy for Eniac



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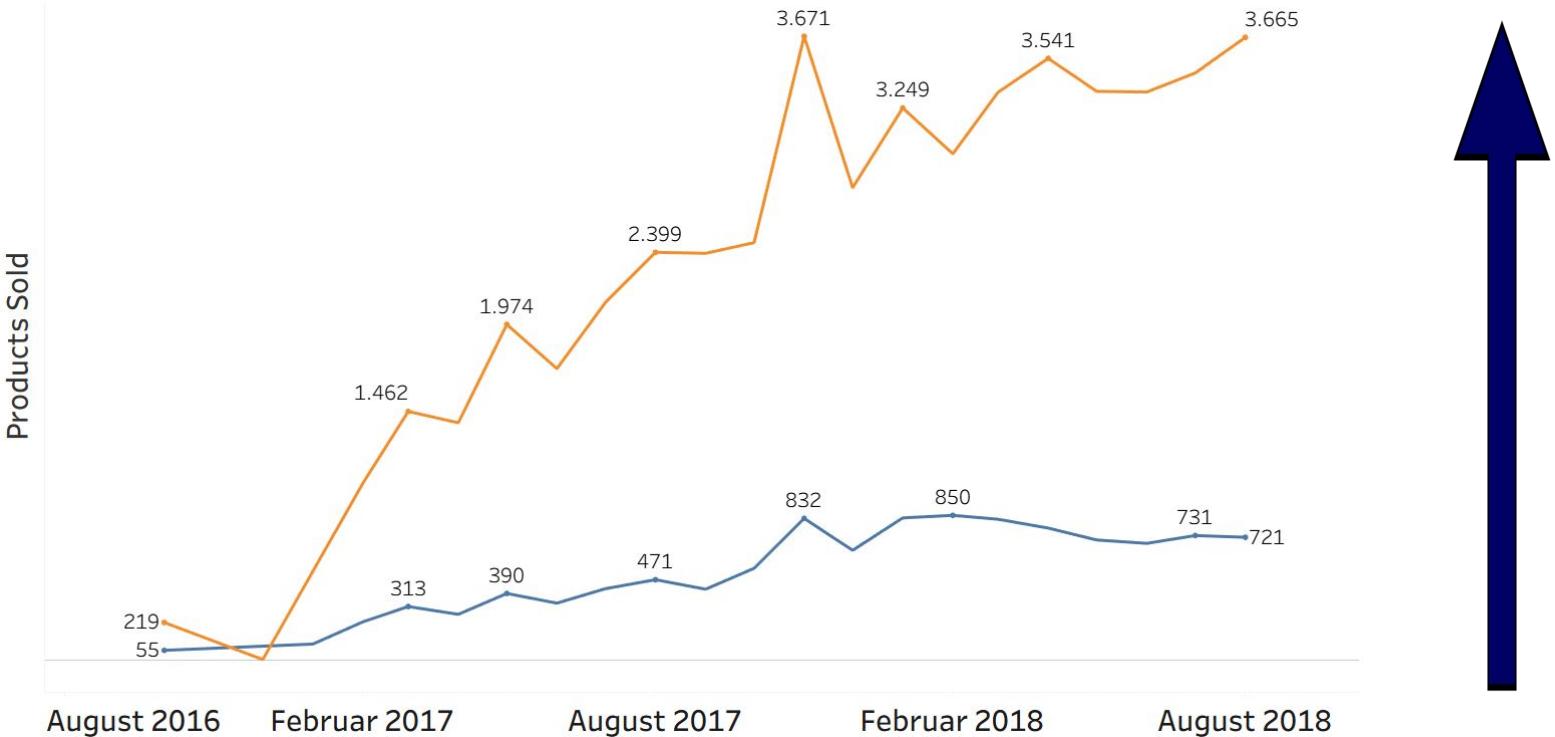
Benno Klan



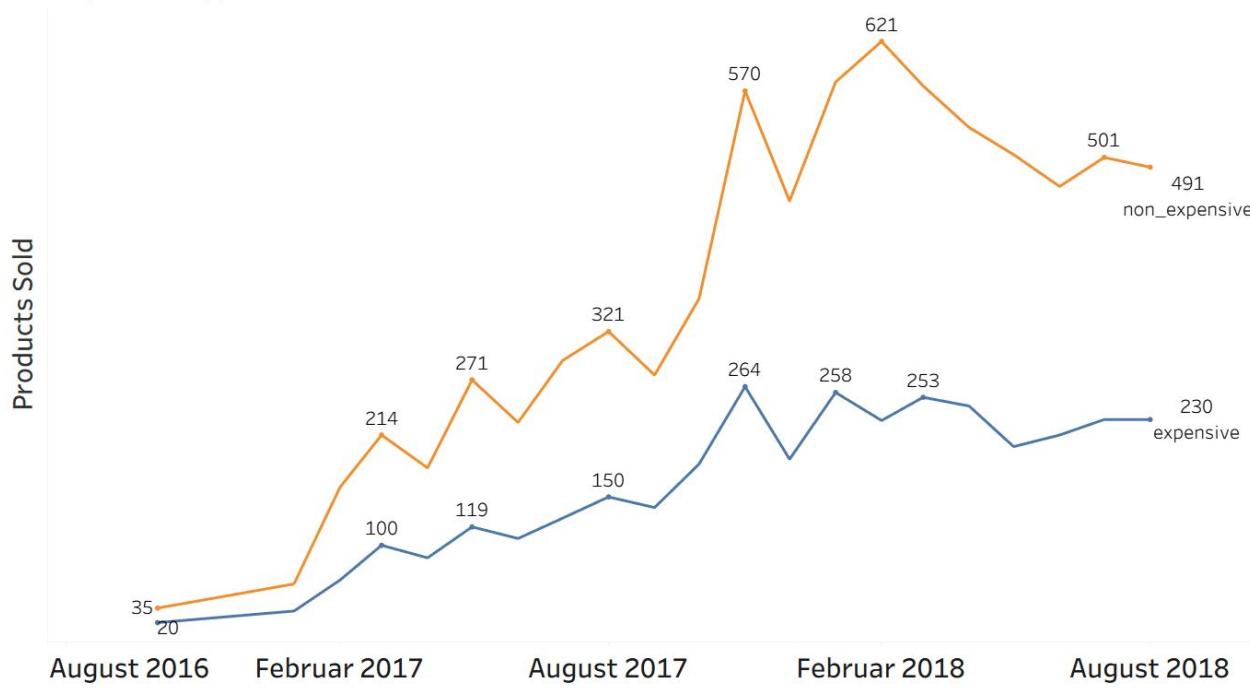
Magist Overview

- **Magist** as a centralized order, logistics, and after-sales service provider that operates in **Brazil** with own warehouse
- **Market entry plan:** ENIAC considers a **3-year partnership with Magist** to enter Brazil
- **25 months** of Magist data are analyzed to assess fit for ENIAC's high-end tech and delivery needs.

All products vs tech products

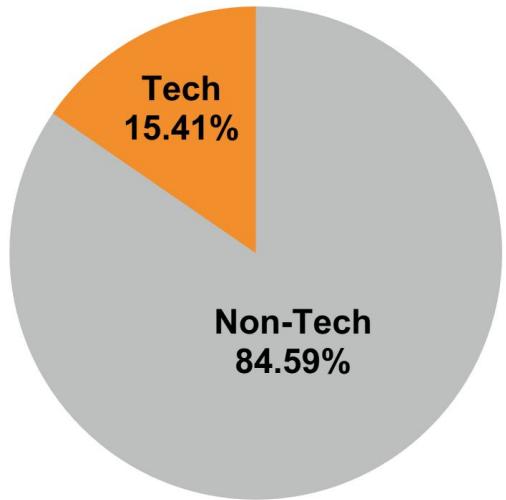


Are expensive tech products popular?



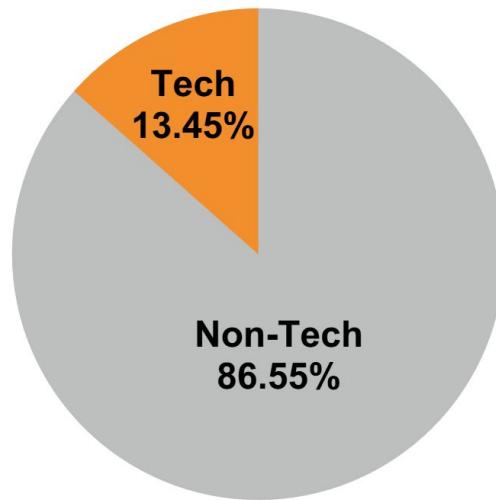
- Eniac avg. Item price: 540 €
- Magist avg. Item price: 121 €

Number of Sellers: Tech vs Non-Tech



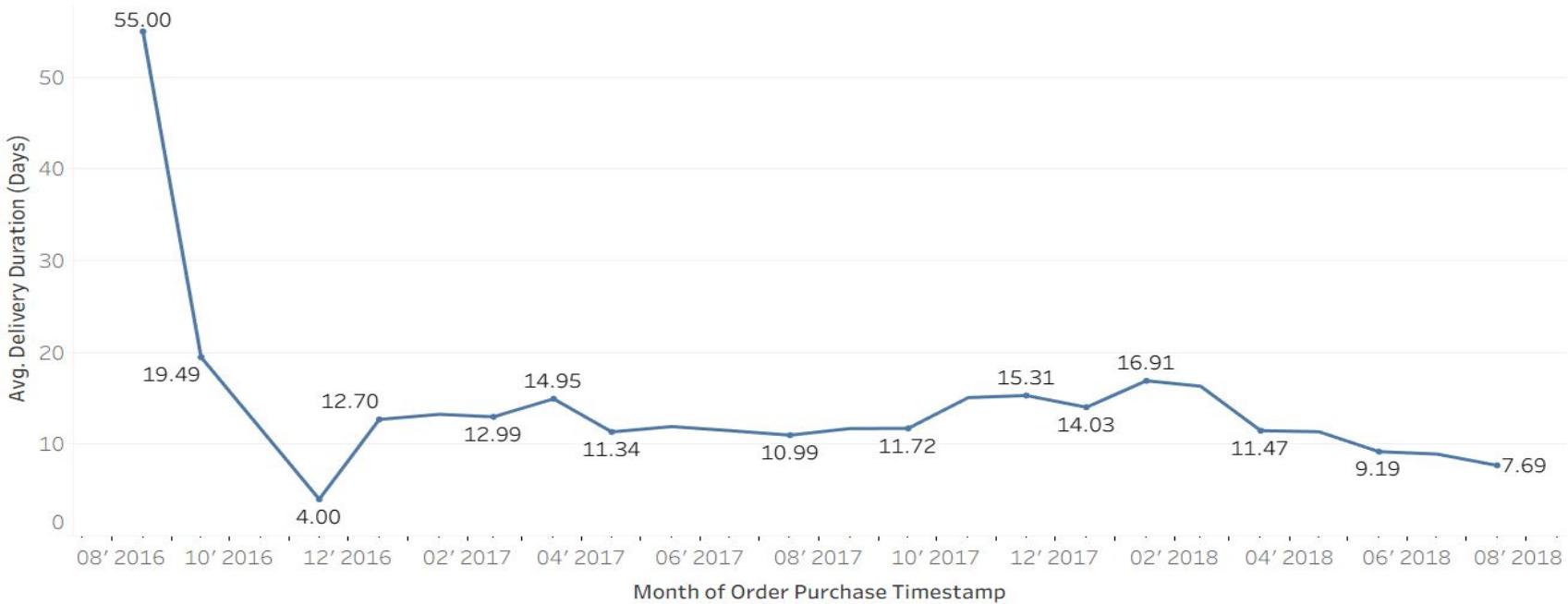
- Tech sellers represent a **small minority** compared to non-tech sellers

Revenue Share: Tech vs Non-Tech



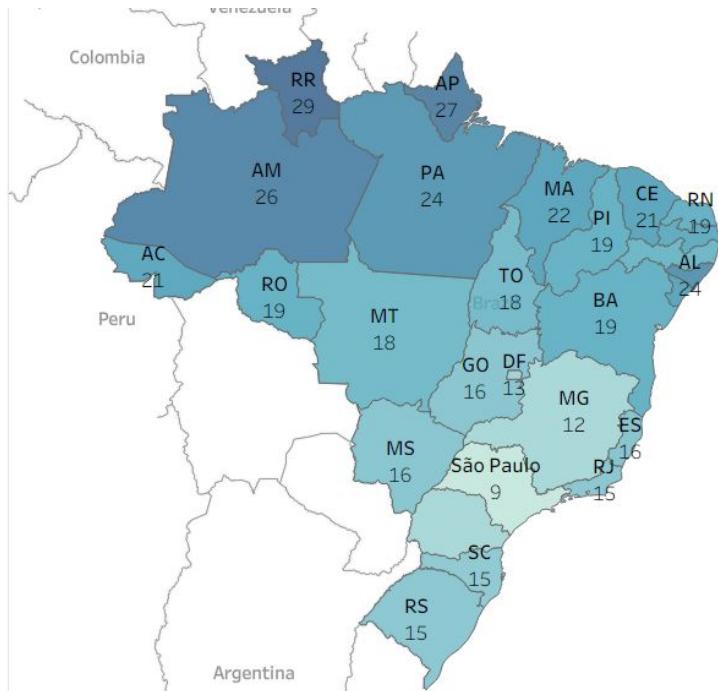
- Tech sellers play a **limited role** in overall revenue.

Average Time from Order Placement to Delivery



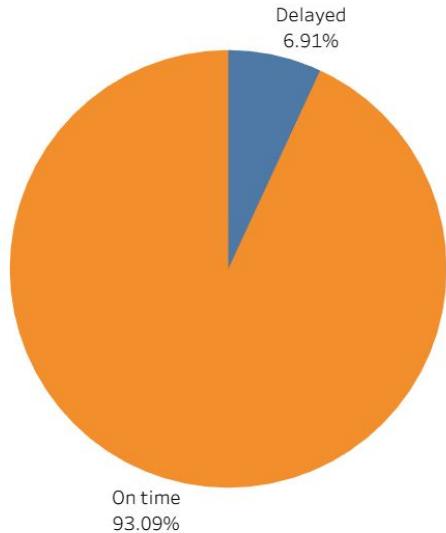
- Brazil's size results in long delivery times of about **21 days** in 2020.
- Average delivery time is **12 days**, which **improved** in **2018**.

Average Delivery Time by State (Days)



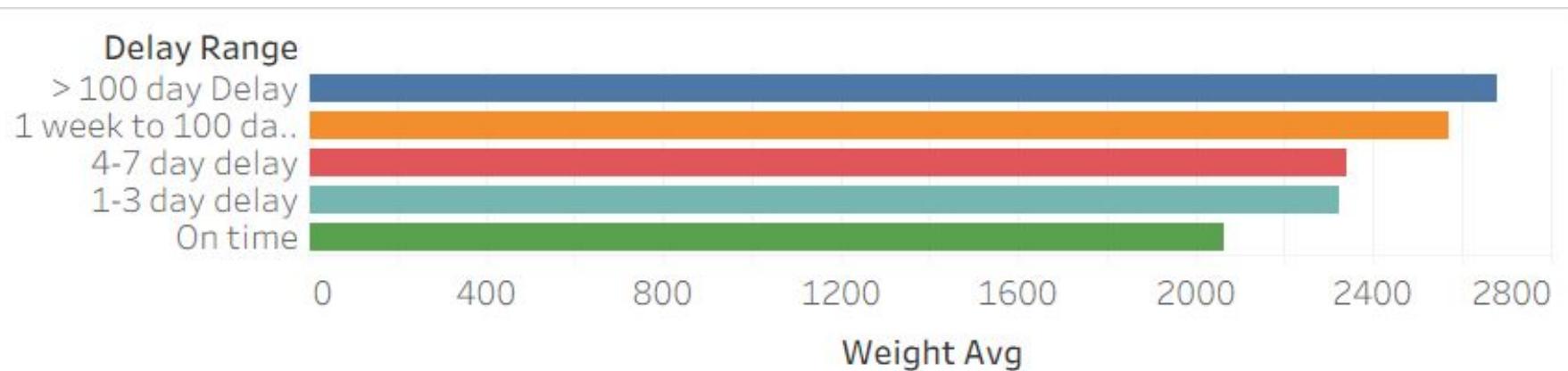
- Delivery times **vary significantly** across states, with some regions showing consistently longer delivery durations.
- Delivery in **São Paulo** state takes **9 days**.

Order delivered on time vs orders delivered with a delay



- Approximately **7%** of delivered orders were **delayed**
- About **93%** of orders were delivered **on time**

Average Weight vs Delay Range



- Orders weighing **up to 2 kg** are delivered **on time**.

Conclusion



✓ Magist fits to Eniac's needs as a short-term entry partner:

- Growing delivery volume
- Improving delivery performance

⚠ But not an ideal long-term partner for ENIAC's high-end tech strategy:

- Low tech focus
- Delivery risk for large products

Thank you

Appendix

Potential Competitors

Mercado Livre (MELI):

- founded in 1999
- recognized as a market leader in Brazil's online shopping ecosystem
- offers **same-day or next-day** delivery in large metropolitan areas such as São Paulo

- remote areas within 7-15+ days by the state postal service (Correios)
- logistics infrastructure expanded