

Extension to Brazilian's Emarket:
Is Magist a good choice?

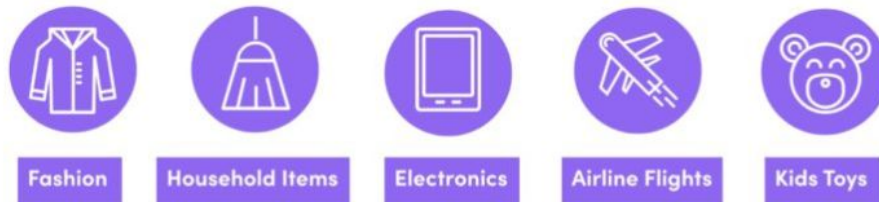
Brazilian Consumer Market and ECommerce



Internet usage and platforms

- 78% of the population expected to use internet by 2023
- Preferred platforms:
 - Mobile: 37.1%
 - Tablet: 13.9%
 - Smartphone: 29%

Brazil's top-selling products



Magist's quick facts

Customer

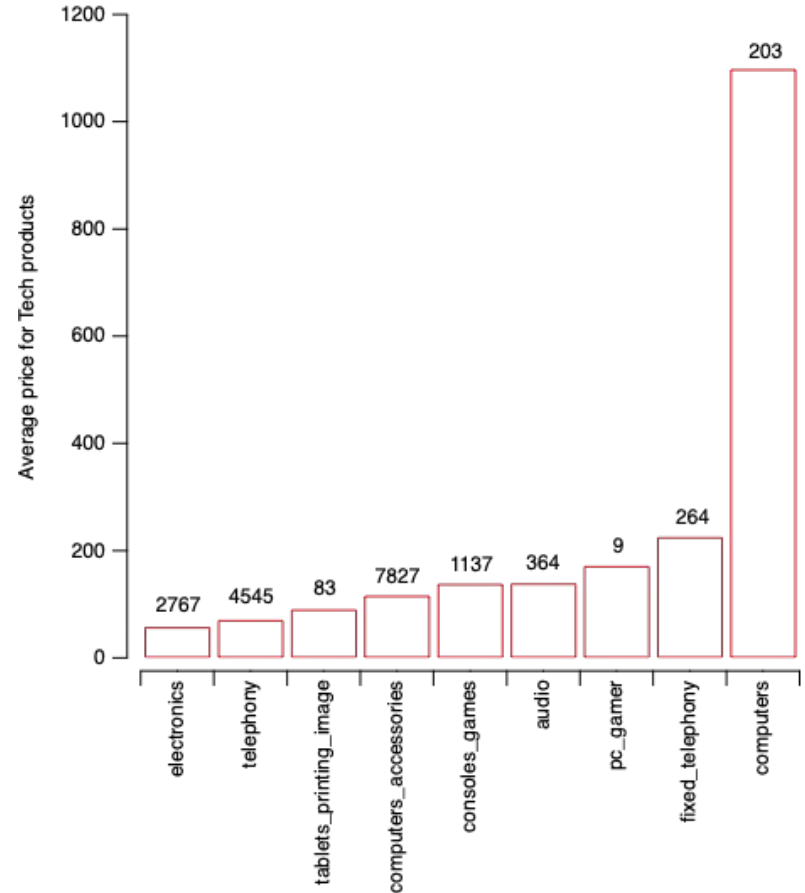
- Total customers: 99441 (0.07% internet population)
- Total customers for techs product: 15319 (15% of all magist customer and 0.01% internet population)

Products

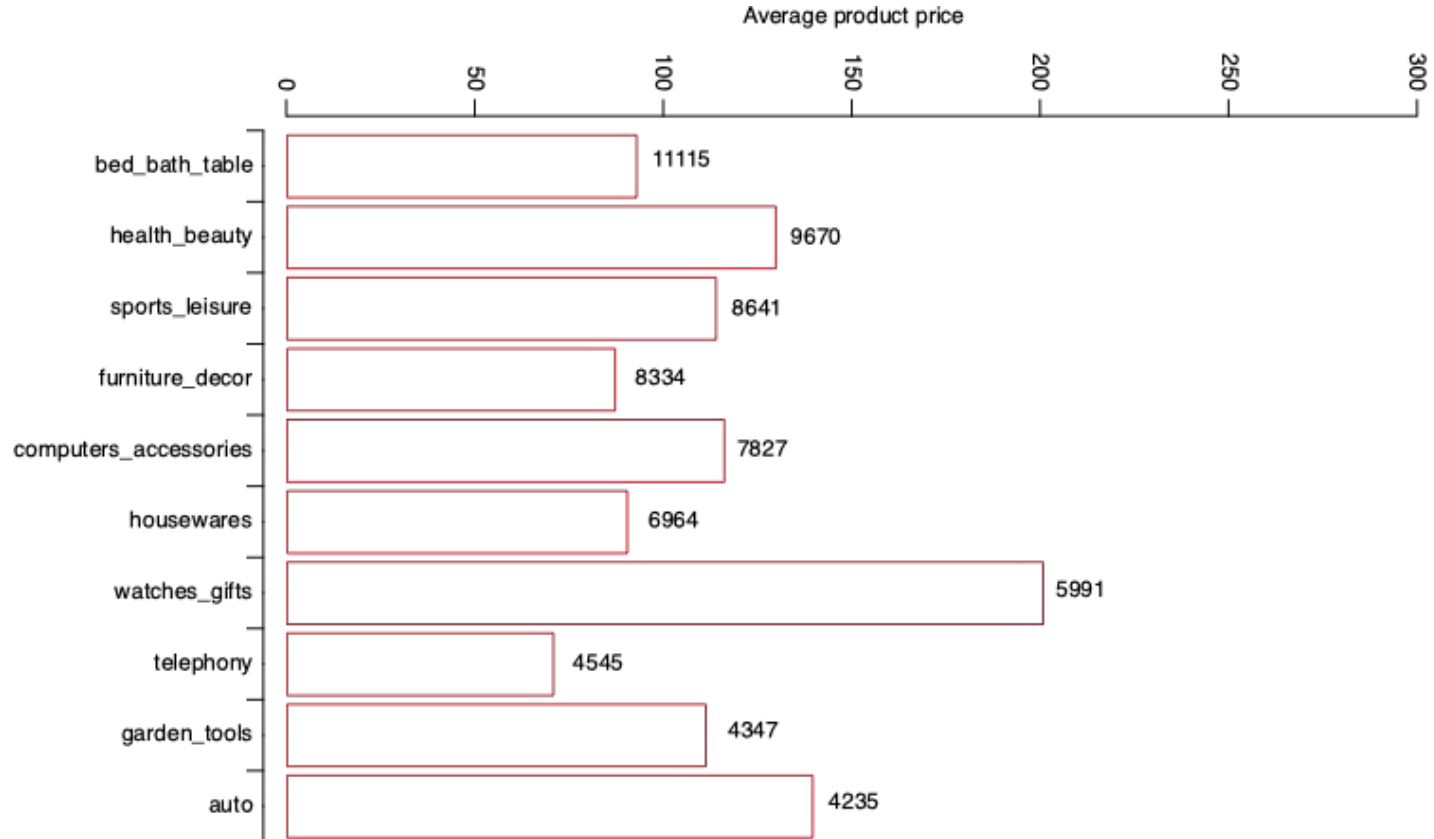
- Number different type of product sold: 32951
- Number different type of product sold in tech: 3823 (11.60%)
- Total number of product sold: 112650
- Total number of product sold in tech: 17271 (15.33%)

Sellers

- Number sellers in total: 3095
- For tech products only: 493 (15.9% total sellers)

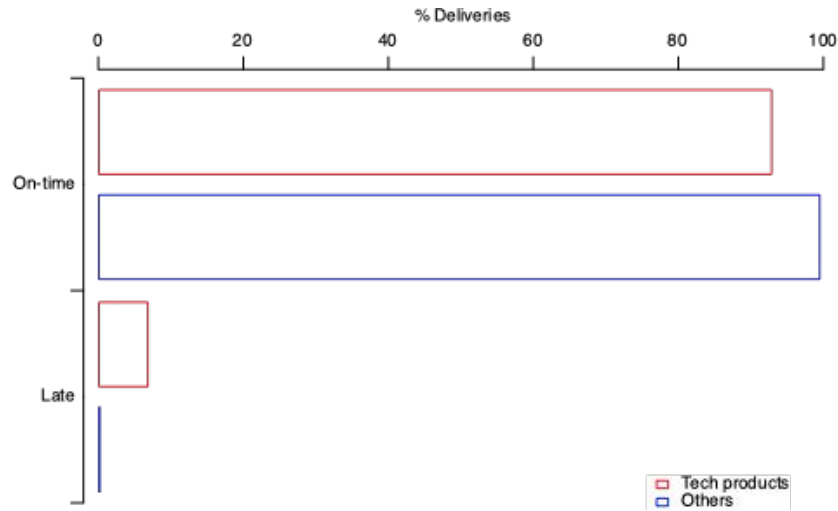


10 Most popular products sold

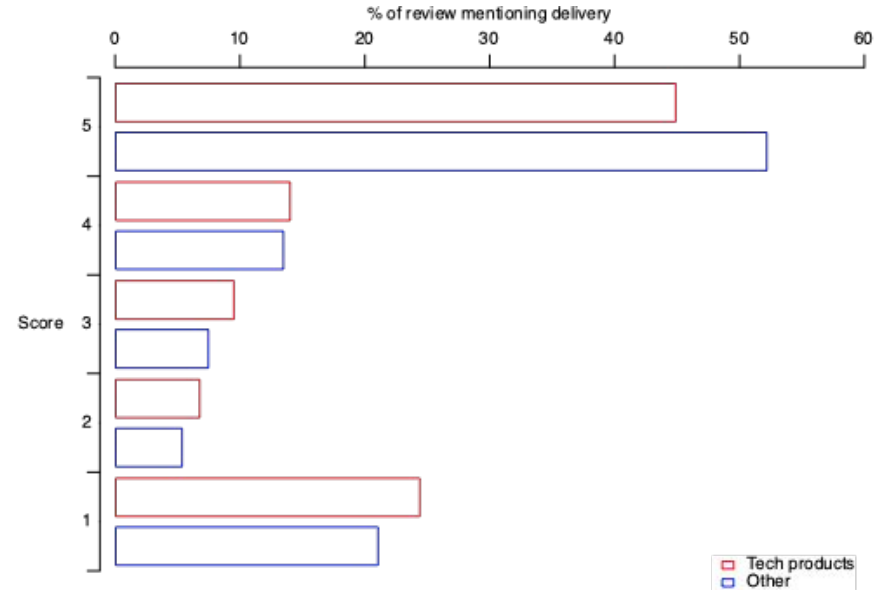


Deliveries facts

Delivery delays

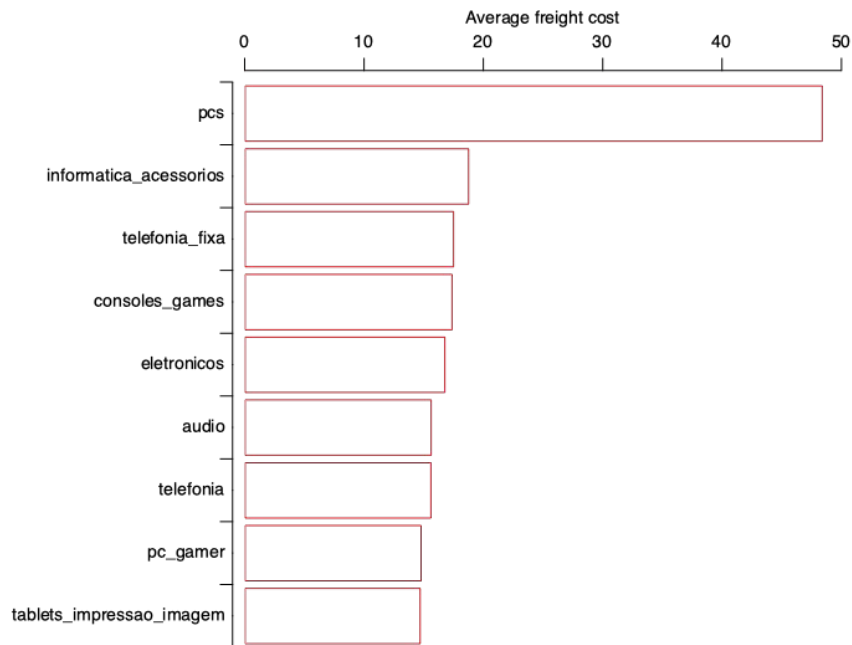


Delivery reviews

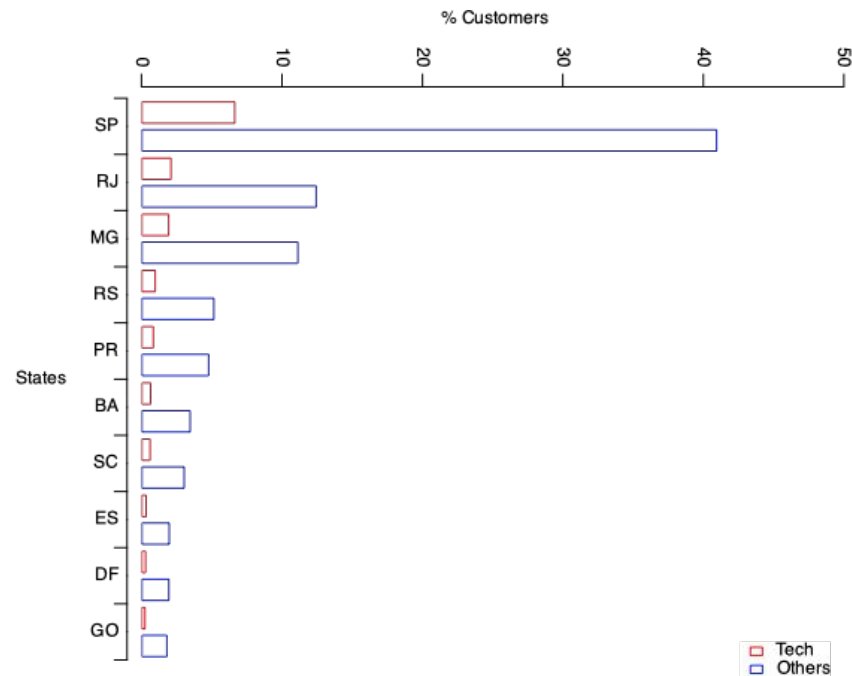


Deliveries facts

Delivery freight cost



Delivery place



Summary and Recommendation

What consumers expect

- Variety of products
- Fast deliveries (from one day to a week)
- Convenience in payment and security
- Quality and affordability
- Ability to purchase using mobile phones

Does Magist offers it

yes

no (> 12 days on average)

yes but some mode of
payments outdated (money)

yes for the 2nd one

no

For tech products:

- Not a lot of items (compare to the rest)
- Few customers attracted to buy tech products → lack of visibility, quality and variety of products proposed?
- Quite expensive freight cost to add to the value of items → might be a problem for expensive tech products



Contact other marketplaces with higher visibility, customers and extended seller's network (in terms of location)