

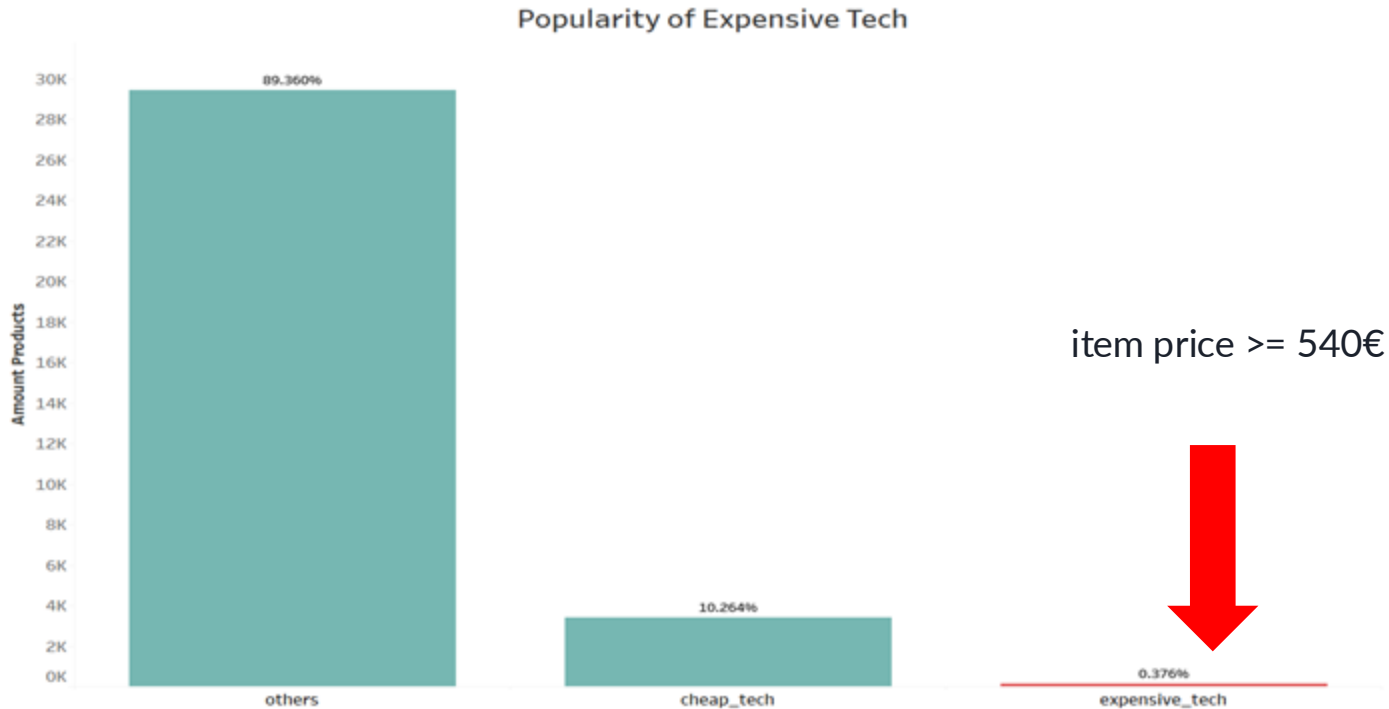
ENIAC and Magist Case Study

Group presentation

Group members: Bruna, Eugen, Michele, Nils and Sibulele

Presenter: Sibulele

First glance- magist is **not fulfilling many** expensive tech products



considered categories: audio, computers, computers accessories,electronics,fixed telephony, tablets_printing_image



First glance- magist is **not fulfilling many** expensive tech products

Magist's Sales

Non-Tech		Tech
90%	VS	10%

Average Item Price

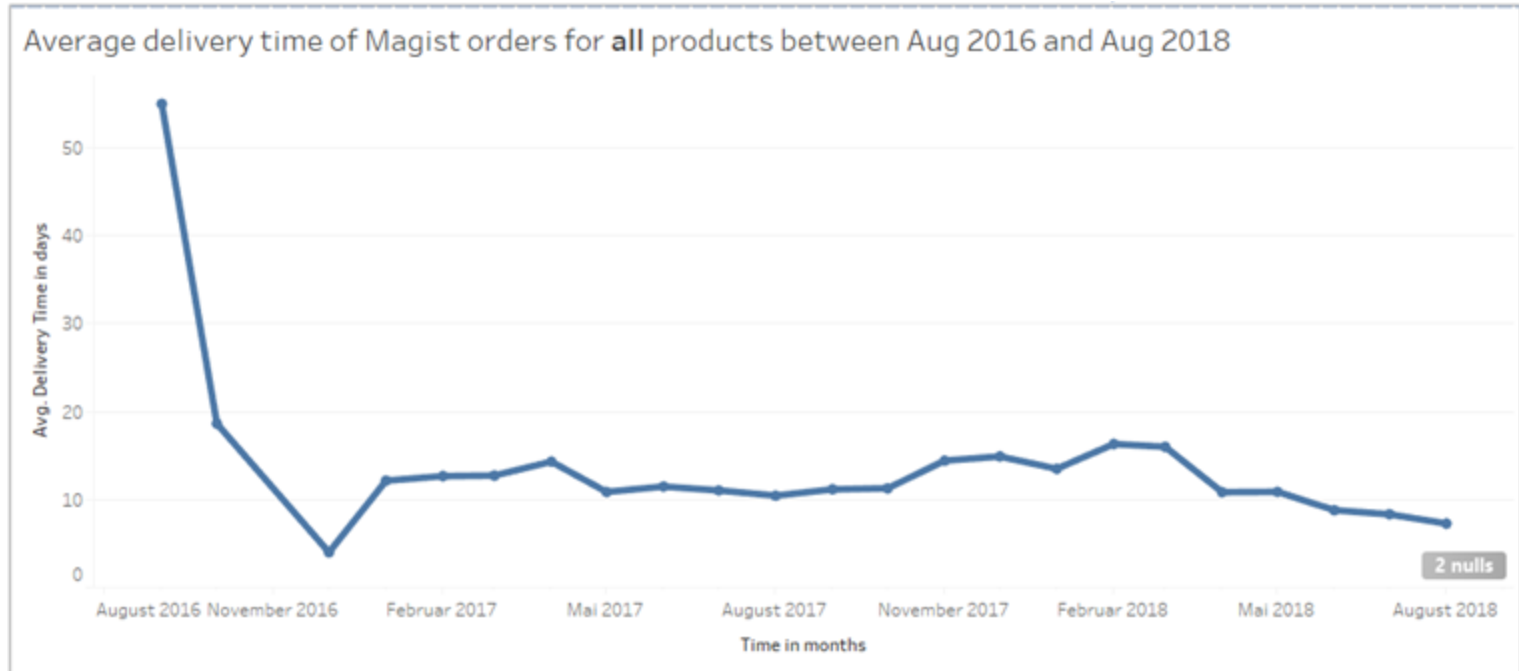
Magist		Eniac
108€	VS	540€

Average Order Price

Magist		Eniac
137€	VS	710€

considered categories: audio, computers, computers accessories,electronics,fixed telephony, tablets_printing_image

However, Magist offers **fast deliveries**



considered categories: all retail categories



Average Delivery times in Brazil



Usually, a company in Brazil delivers products within

16 days (in 2020) to all borders of the country.



In fact...



Magist database shows **93.09%** of all orders were **delivered**, **only 6.91%** of orders were delayed, demonstrating great efficiency.

It is also a trusted Ally in **Customer Experience**



Average Review Score = 4 out 5 points



Average Review Answer Time = 3 days maximum

Final recommendation





Why Magist is the **Right Choice** for Eniac

For a 3 year trial the **Pros outweigh the Cons**

Pros:

- ✓ **Fast and Cheap Deliveries**
- ✓ **Great Customer Service**
- ✓ **Eniac still sets the price and product catalogue**

Cons:

- ✗ **Very little experience with high end tech products** in terms of price and product catalogue

**Thank you for your
attention!**

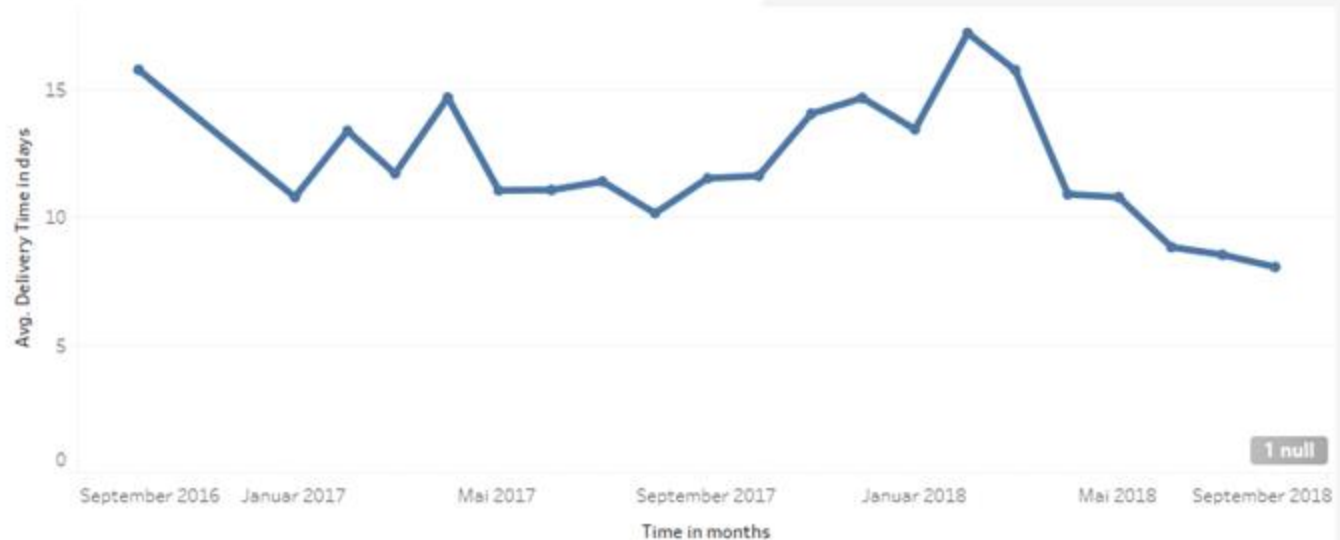


Supporting Data (Appendix)



Average delivery times for **technical** products

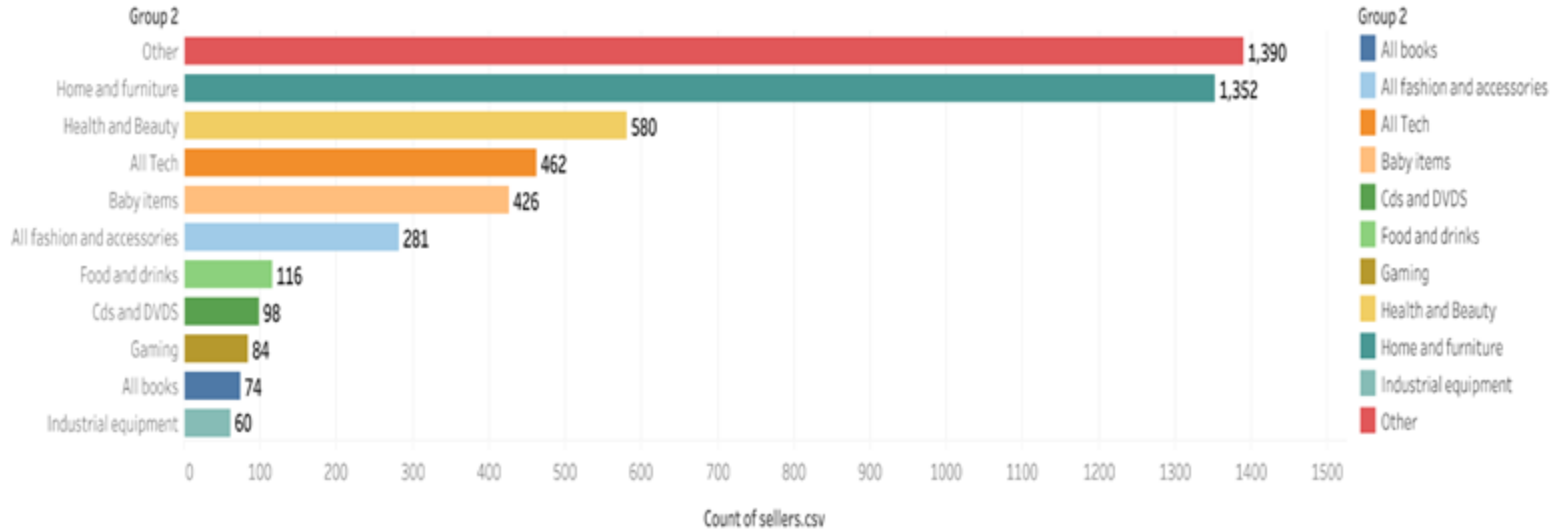
Average delivery time of all Magist orders for technical products between Aug 2016 and Aug 2018



considered categories: audio, computers, computers accessories,electronics,fixed telephony, tablets_printing_image

Tech vs. non-tech categories **total sellers**

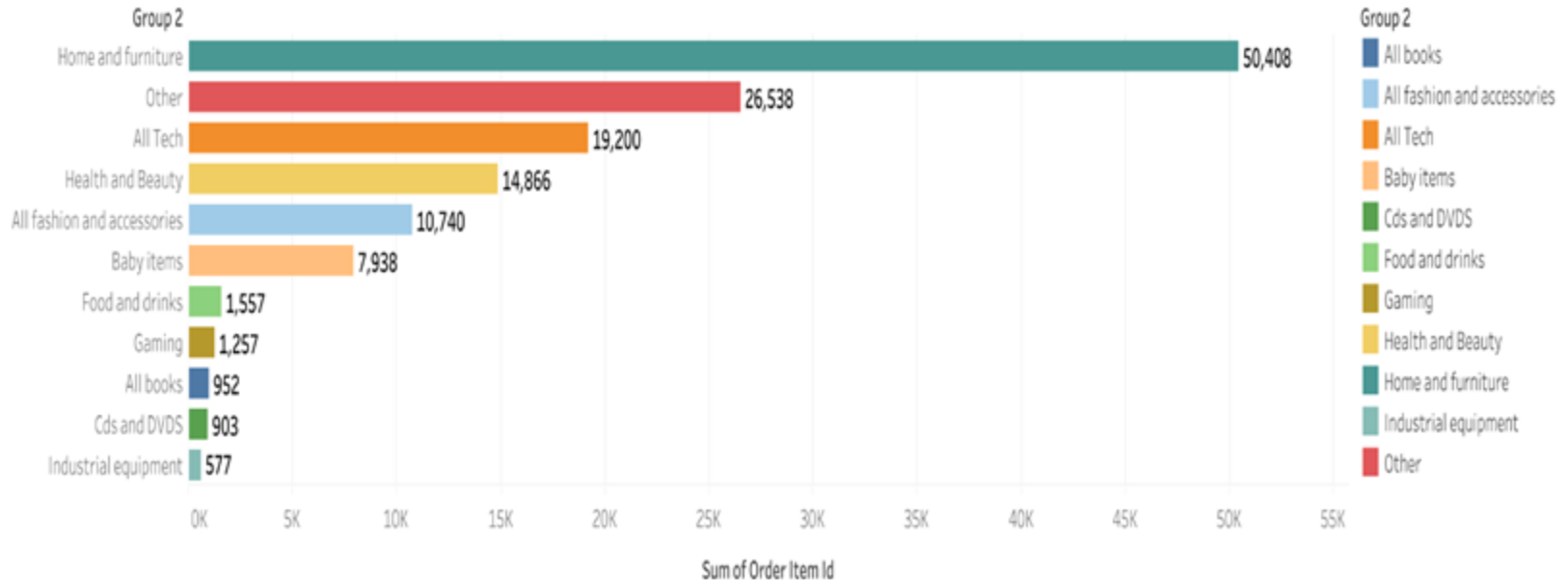
Distinct Non tech categories and tech categories total sellers



considered tech categories: audio, computers, computers accessories, electronics, fixed telephony, tablets_printing_image

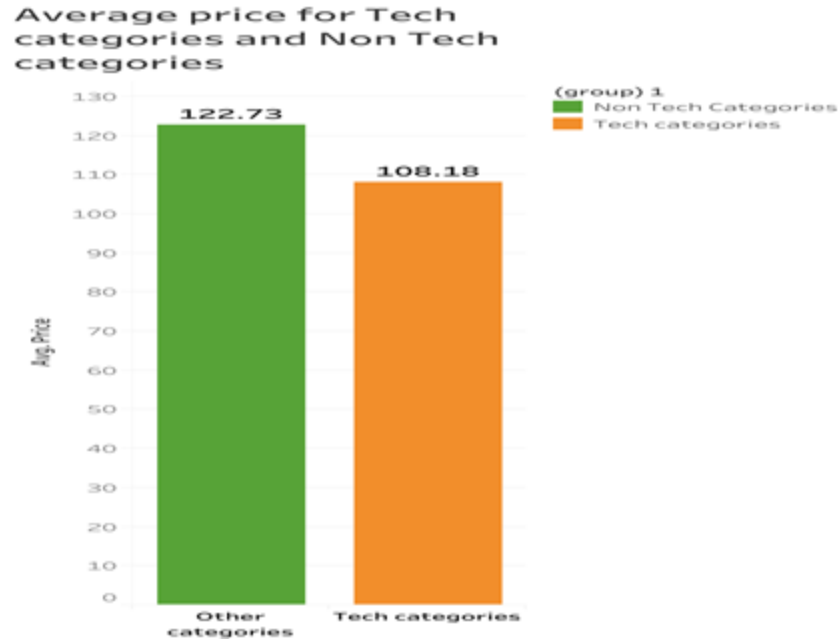
Tech vs. non-tech categories **total orders**

Distinct non tech categories vs tech categories total orders



considered tech categories: audio, computers, computers accessories, electronics, fixed telephony, tablets_printing_image

Average price (€) for tech and non tech products



considered tech categories: audio, computers, computers accessories,electronics,fixed telephony, tablets_printing_image



Average review score **tech products**



Average Review Score = 4 out 5 points

considered categories: audio, computers, computers accessories,electronics,fixed telephony, tablets_printing_image



General e-commerce data Brazil and Magist

- **Average delivery time in Brazil:** 21 days march 2020, 16 days may 2020
[Source: statista](#)
- SaaS service offering **for foreign ecommerce partners is relatively low** and the major players are B2C platforms such as Mercado Livre and Amazon
[Source: Eurotext](#)
- Other alternative such as Shopify **also have a low average order value**(Global) i.e. €185 in 2024
[Source: Charleagency](#)