



Magist - a suitable partner?

Brand compatibility and delivery standards



Magist - Overview

- SaS company
- Centralized order management system
- After-sale services (e.g., **shipping**, stock/warehouse management, customer service)

Business concerns for a prospective partnership:

1. Is Magist **tech-focused** enough?
2. Is Magist's **shipping efficient**?



Data considerations

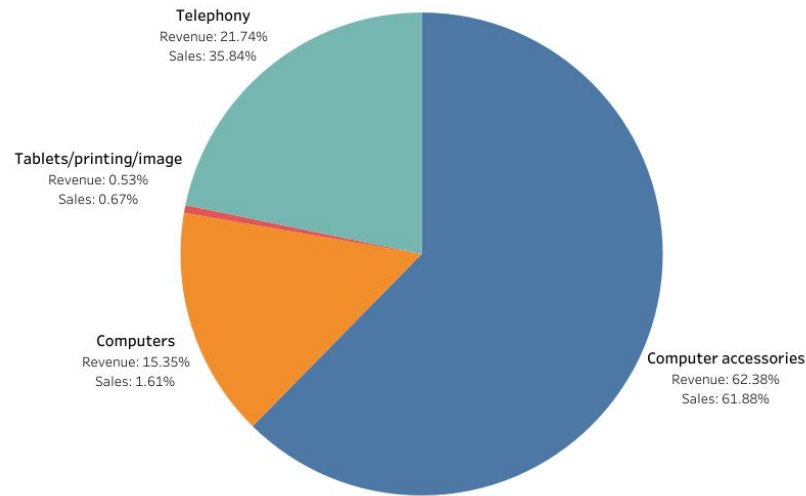
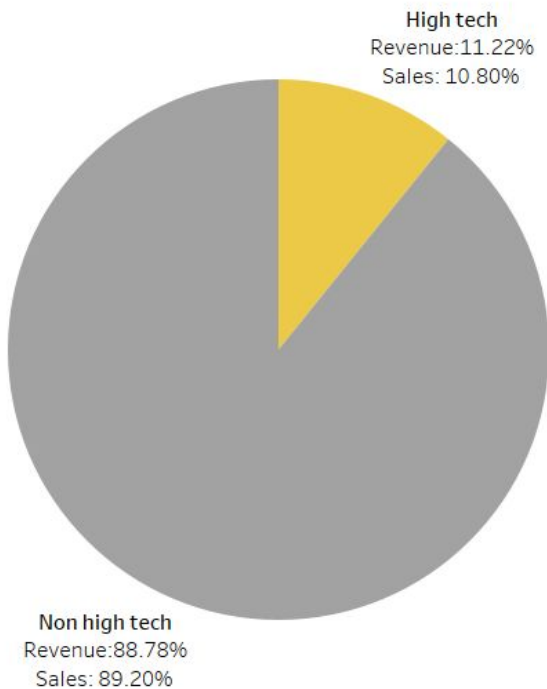
- From more than 70 categories, the following 4 are tech-related:
 - Telephony
 - PCs
 - Computer Accessories
 - Tablets and Printing
- Data years: 2017-2018
- Only months with a minimum of 500 orders
- And only Delivered orders are treated.



Company profile

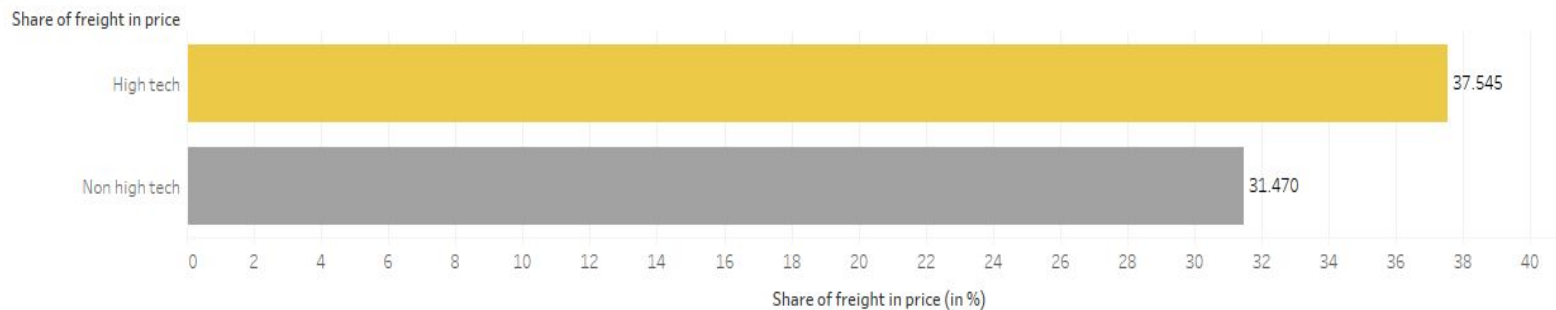
Item	Eniac	Magist
Revenue	€14M	€8.1M (2018)
Avg. monthly revenue	€1.17M	€746,772 (2017-18)
Avg. order price	€710	€137 €131 (tech)
Avg. item price	€540	€120 €115 (tech)

Tech is not the main focus!



Freight rate is too high!

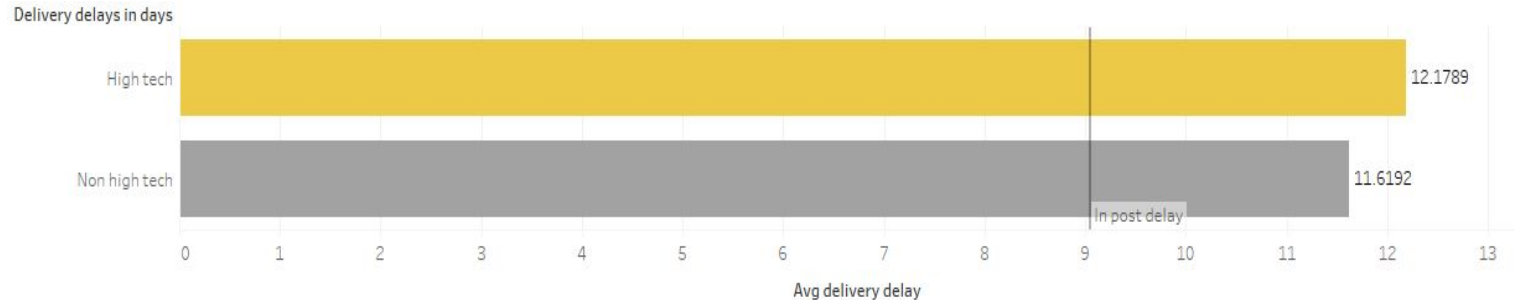
Shipping costs are too high.*



*Source: Hopstack

Delivery takes too long!

Delivery delays are much larger than the industry average.*



+ Magist's est. expected delivery also exceeds by +10 days than the actual

*Source: Amazon



Conclusions

Our findings:

- Magist lacks experience with expensive, high tech products
- Magist's partnership with the local post office proves to be not up to Eniac's fast and reliable shipping standards.

Magist is not a suitable marketplace partner for Eniac's high-end high tech products.



Sources

- Hopstack:

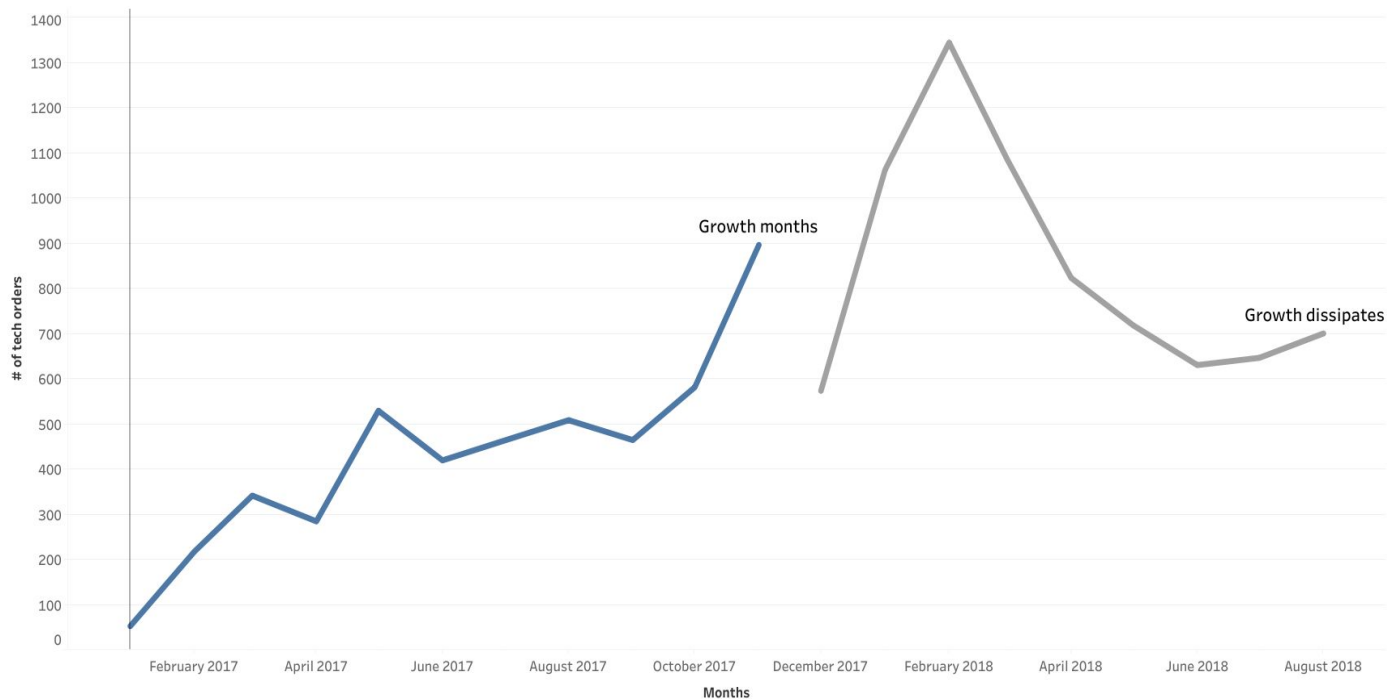
<https://www.hopstack.io/glossary/average-shipping-cost-per-order#:~:text=In%20e%2Dcommerce%2C%20shipping%20costs,of%20the%20total%20order%20value>

- Amazon:

<https://www.amazon.com/gp/help/customer/display.html?nodeId=GFF7RJJ5K3KMFYU3>

Appendix

Growth of tech orders dissipated in 2018.



Appendix

High tech revenue never gets high enough!

