

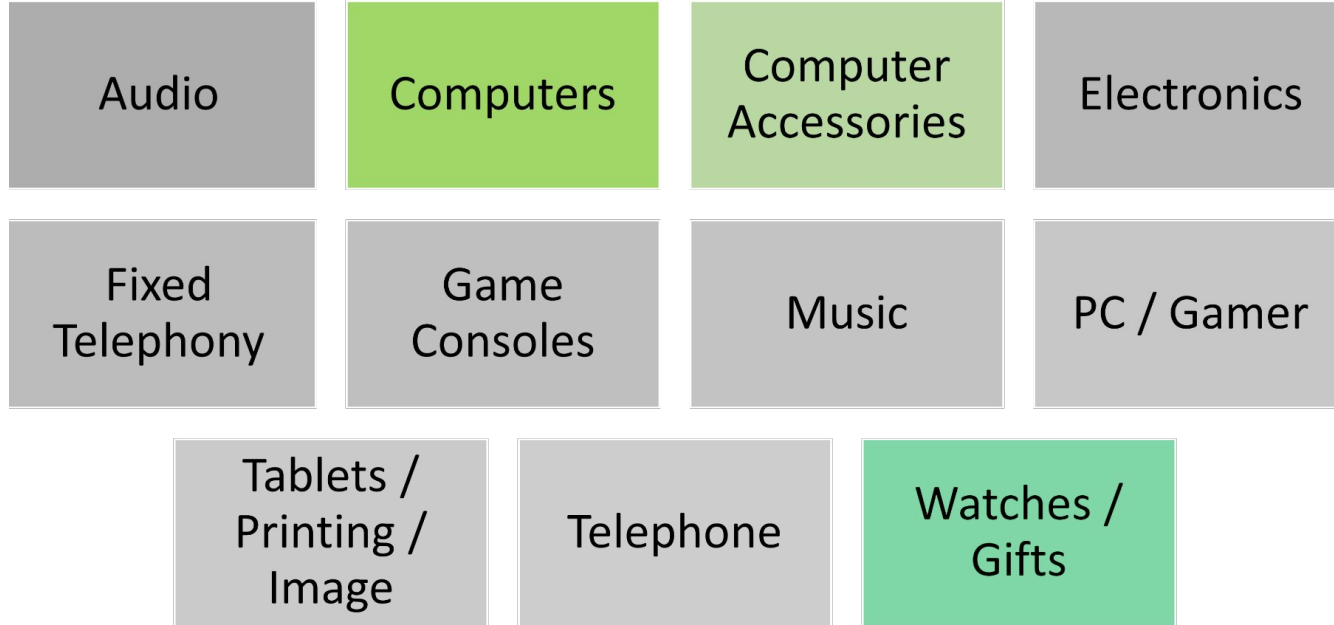
Should we work with Magist?

*Assessment on entering the
Brazilian market*

29th June 2023

David Bouillon
Grace Ejimkonye
Cathrin Rahn
Sofia Tello

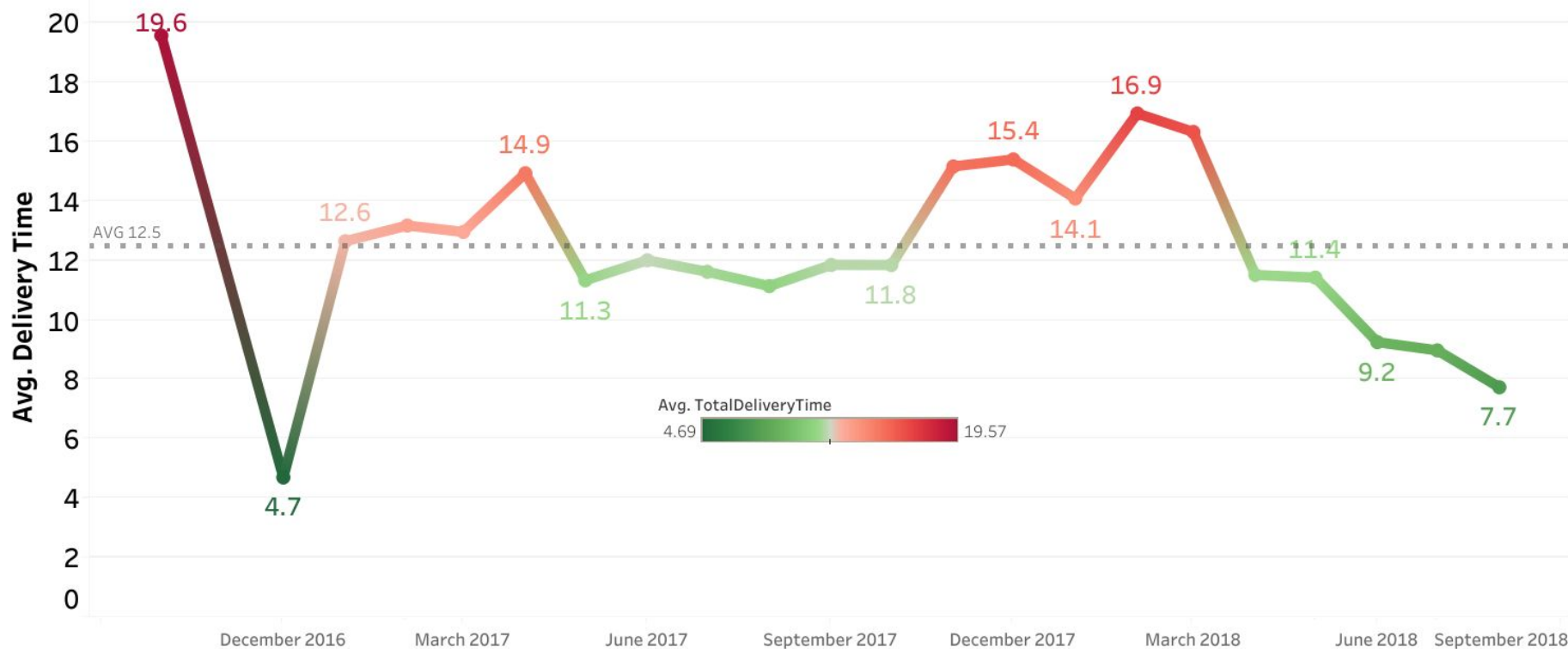
MAGIST: Overview

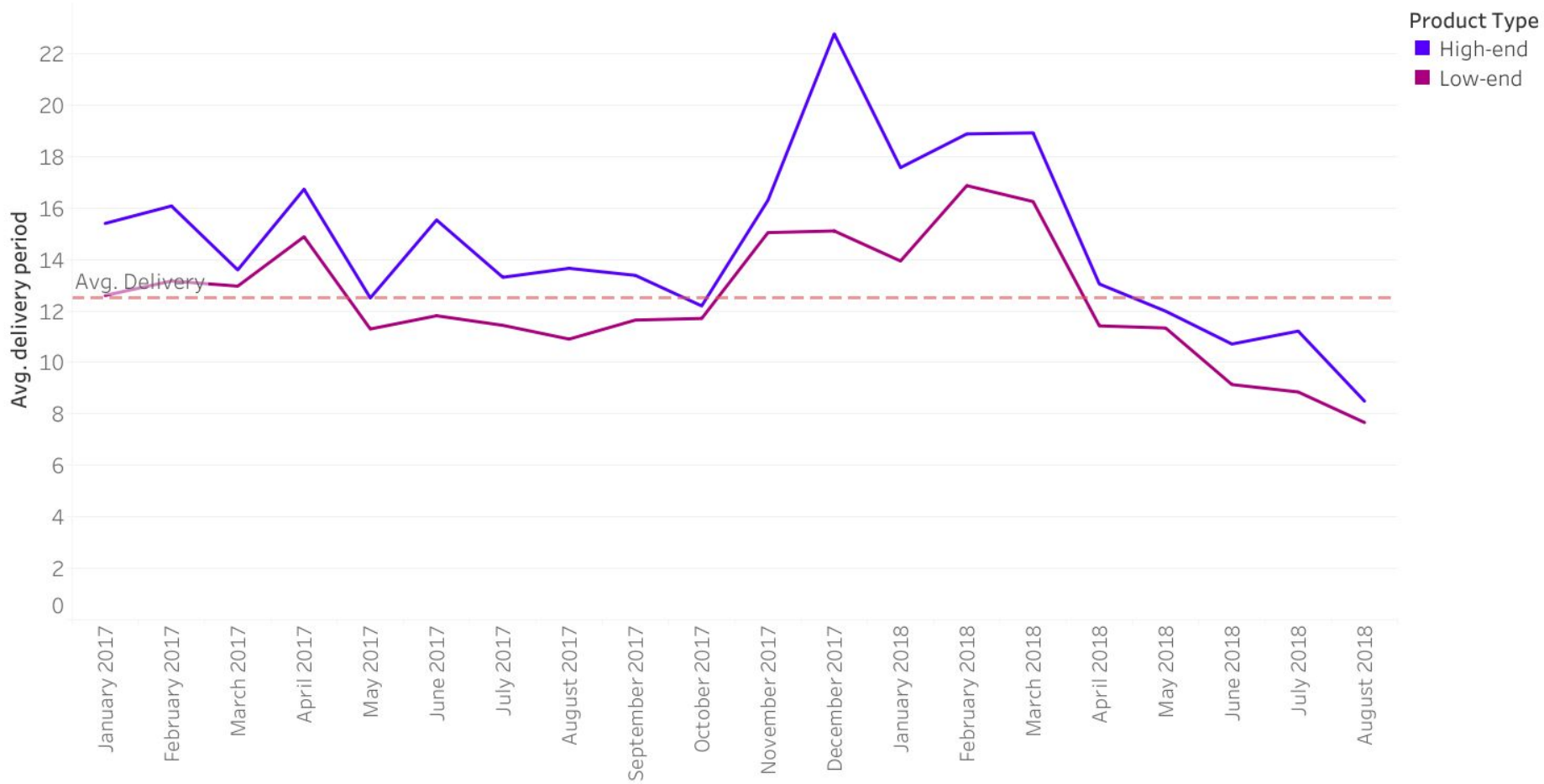


11 relevant tech Categories

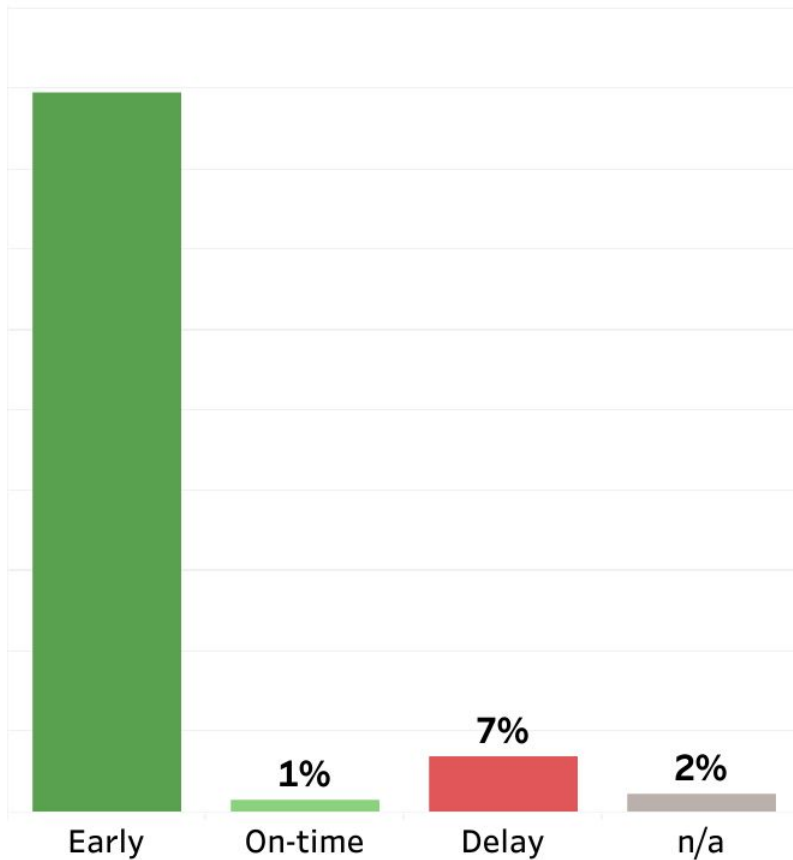
High-end Products > **500€**

Delivery has decreased over time to under 10 days





90% of Magists orders are delivered early



On average, **11 days** before the estimated delivery date

4/5

Average Customers' Rating
on Magist

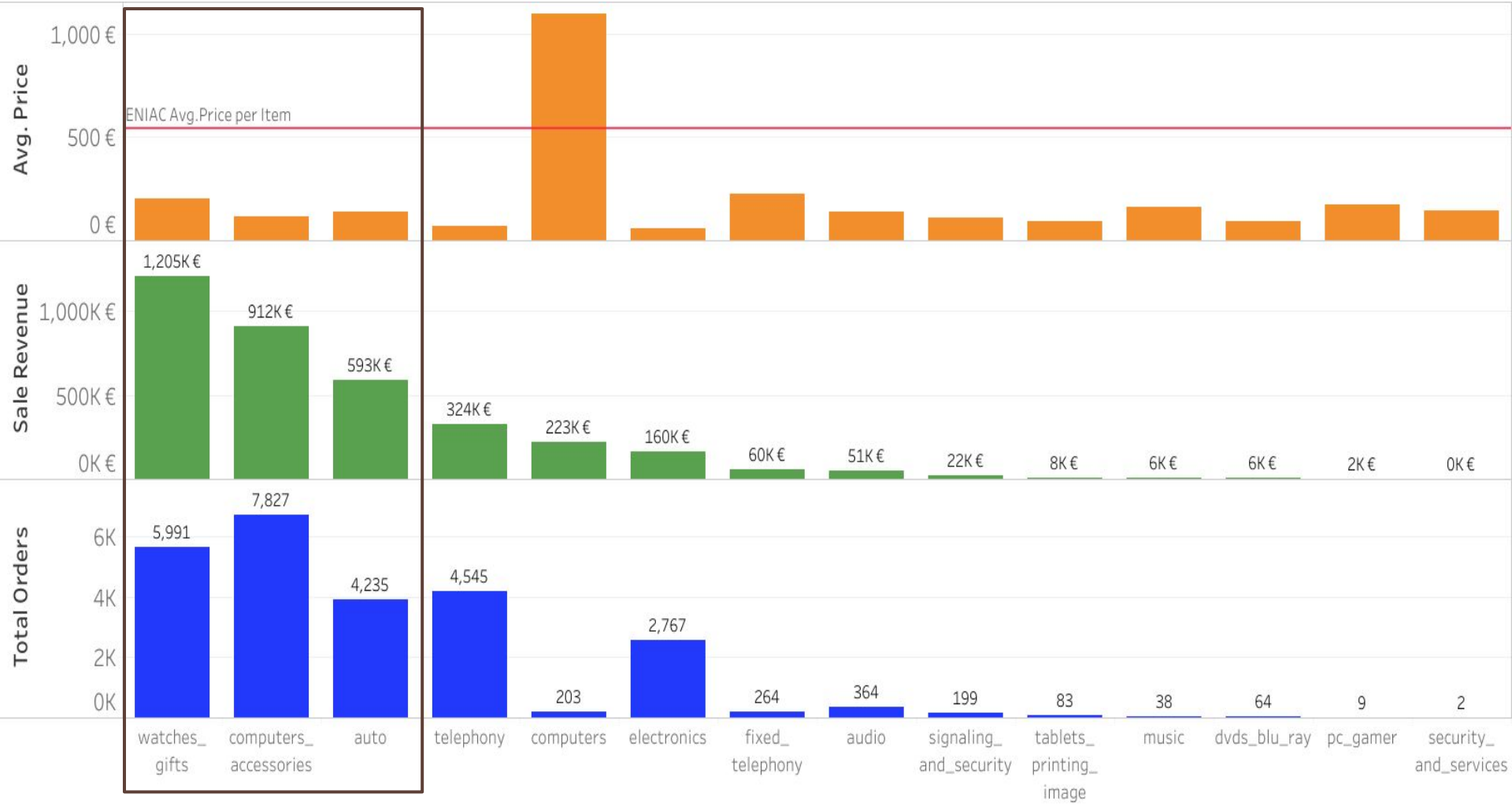




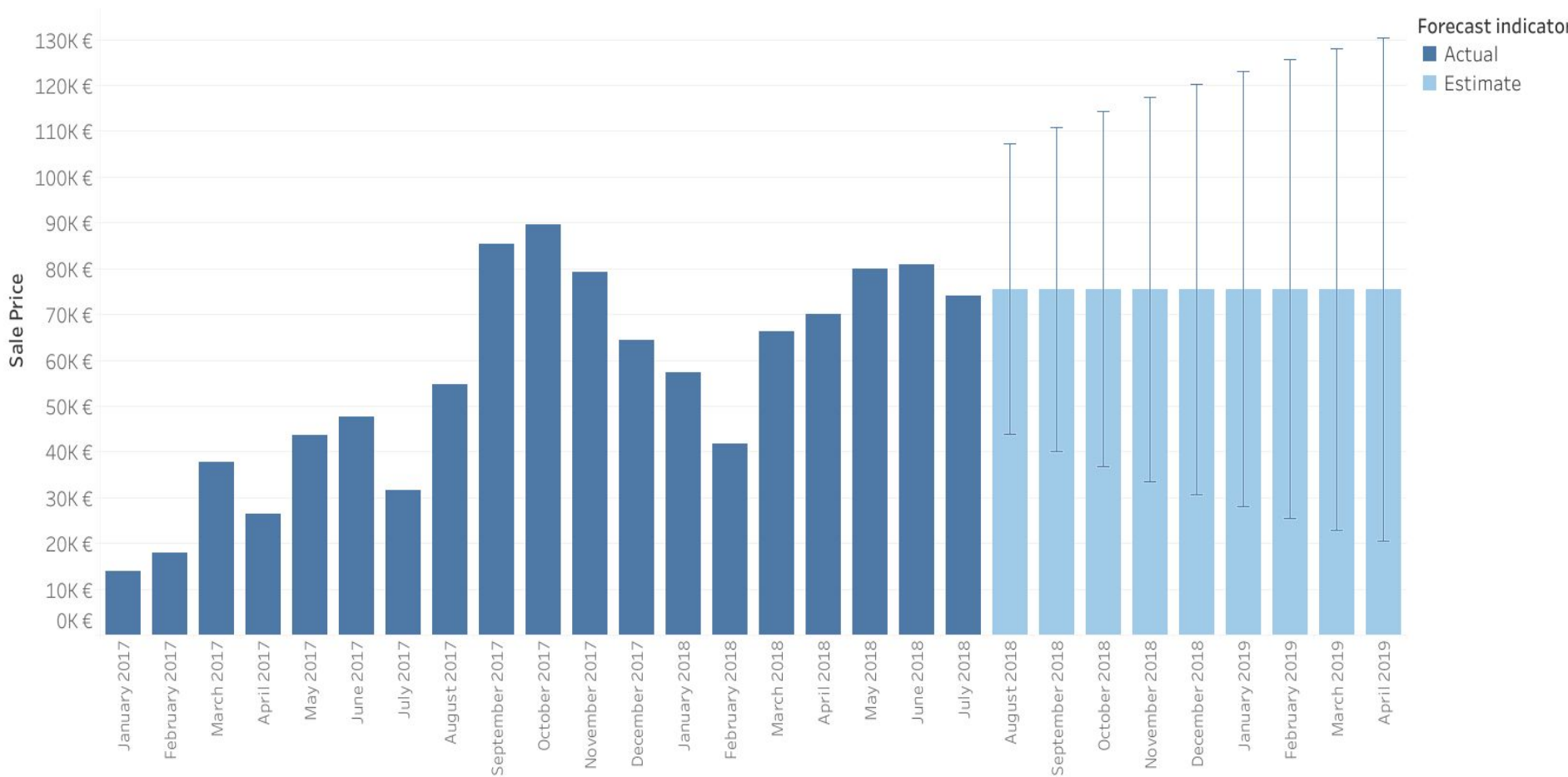
Ø 21 days*

* Statista , March 2020

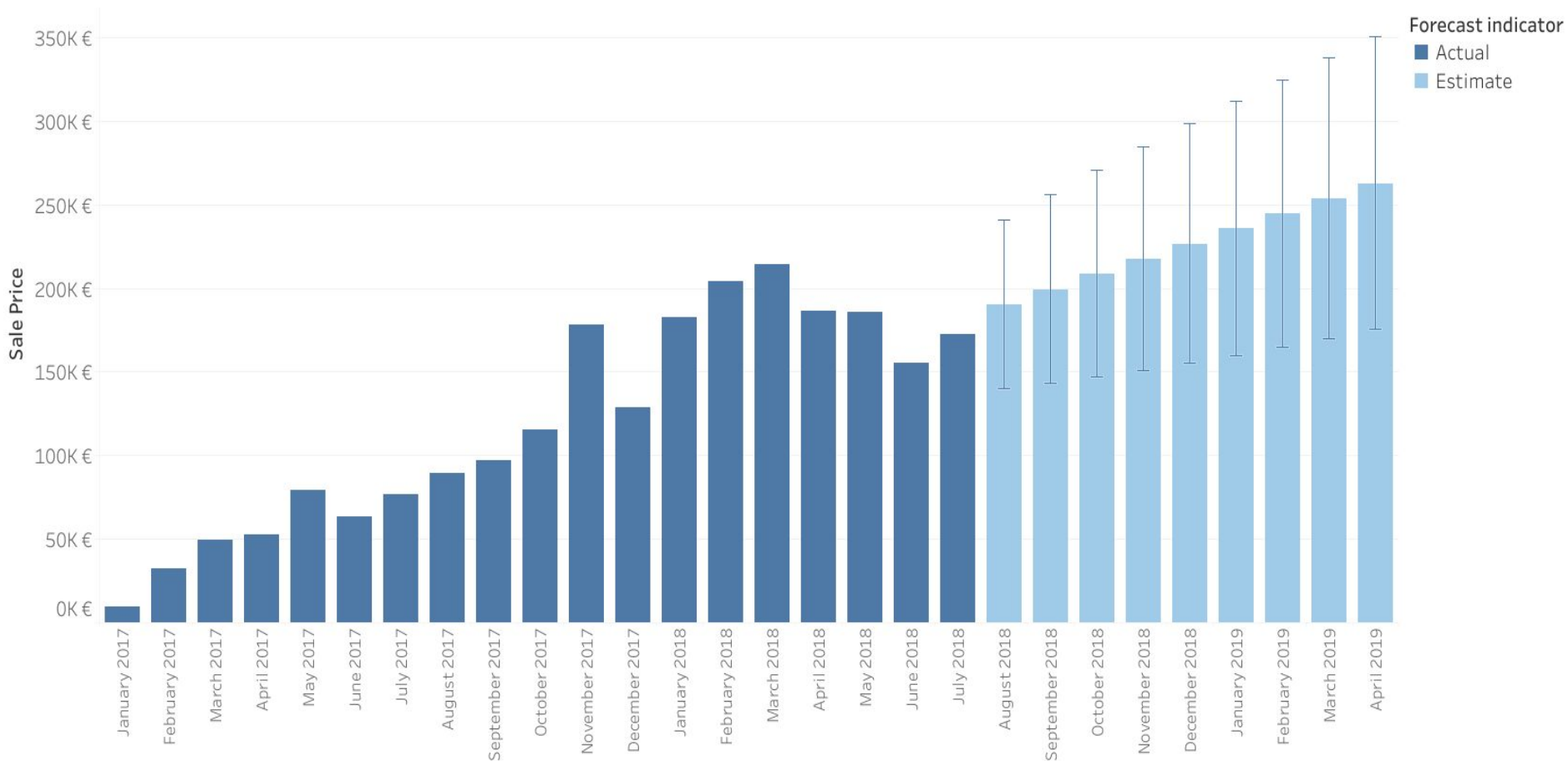




Sales Forecast for high-end Products



Sales Forecast for low-end Products



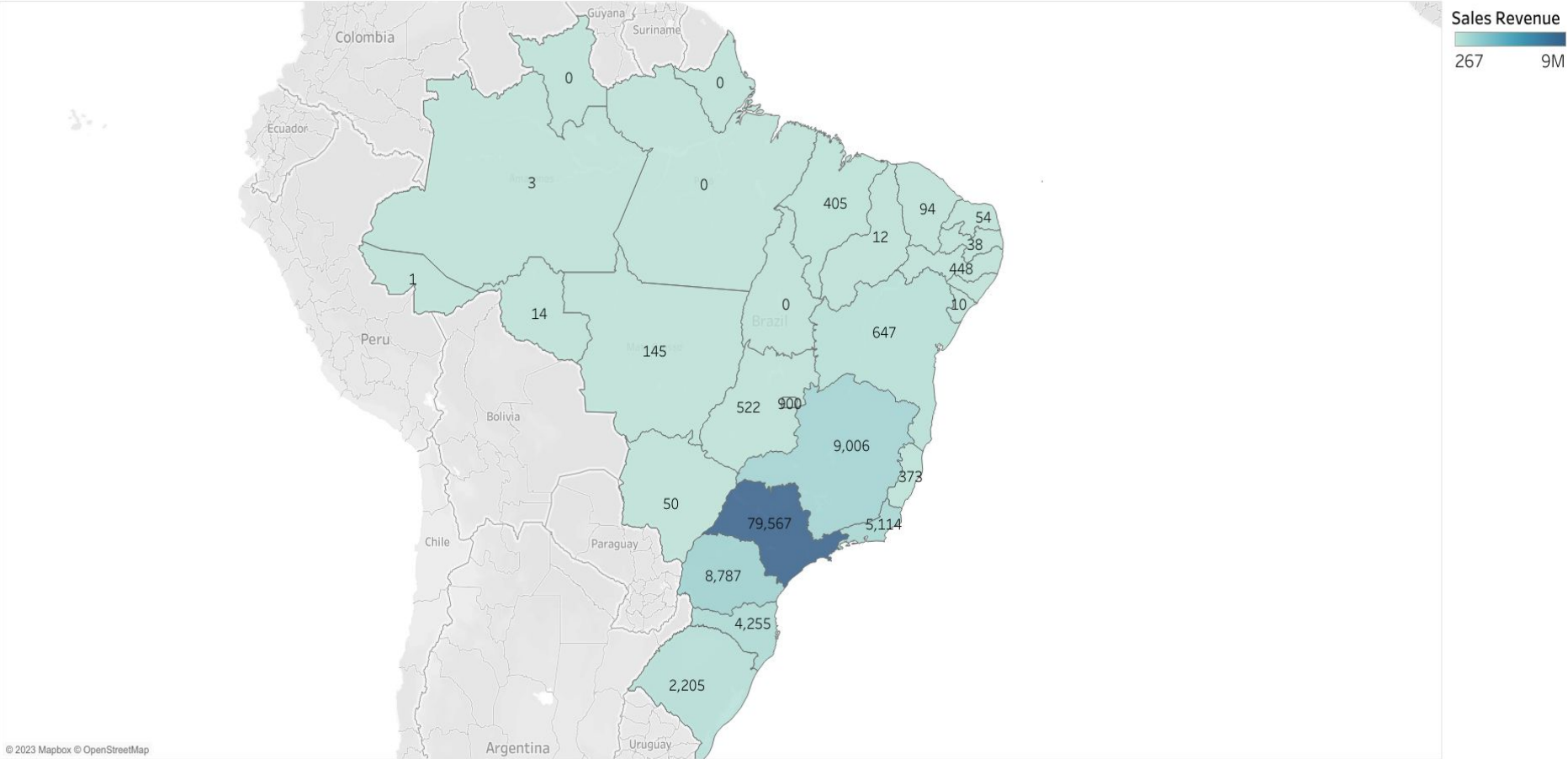
Conclusion

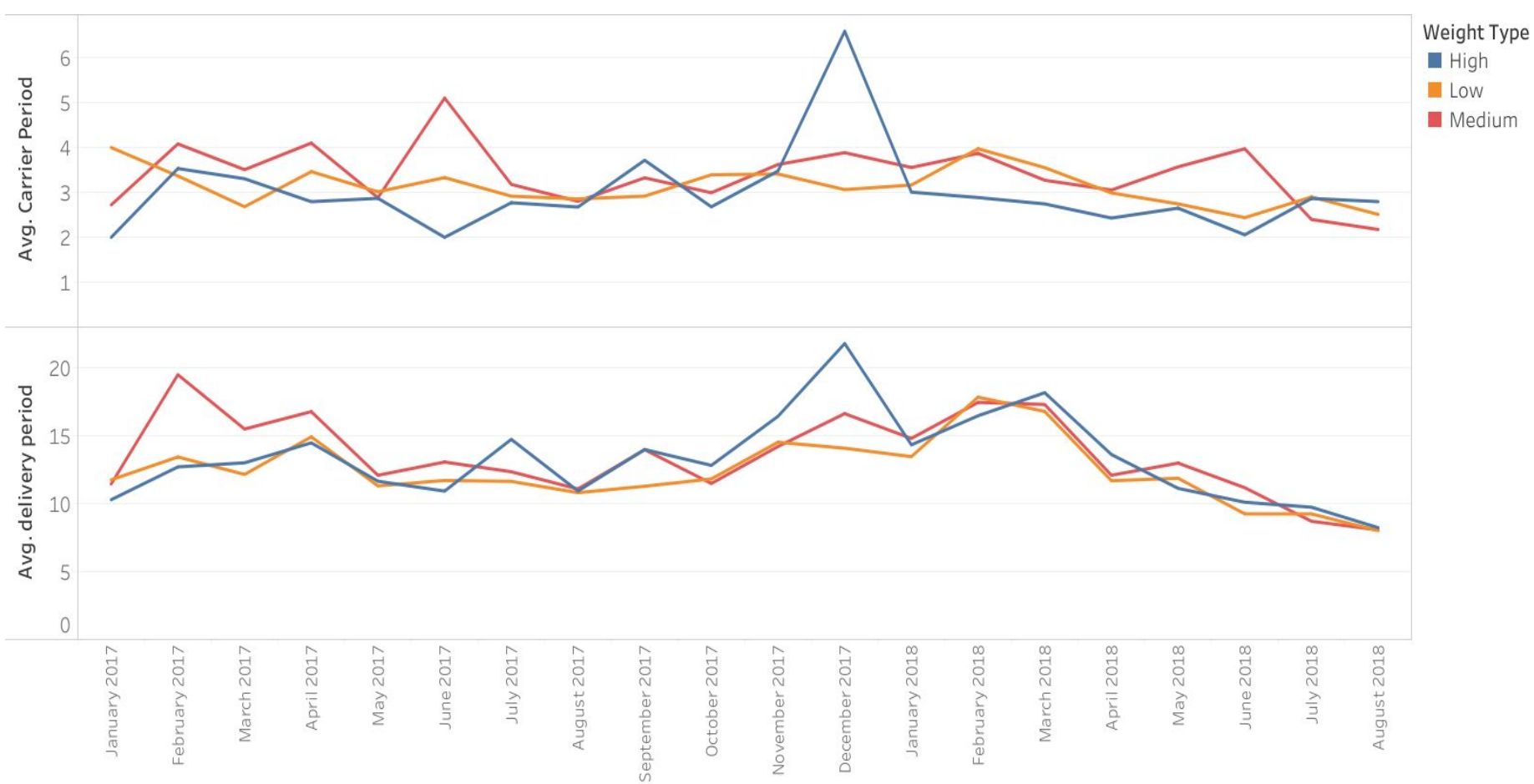
- Magist's Delivery is faster than the Brazilian average and customer ratings are high
- Currently weak demand for high end products is not projected to grow
- Pushing Eniac products with a price under 500€ would help us generate revenue sooner

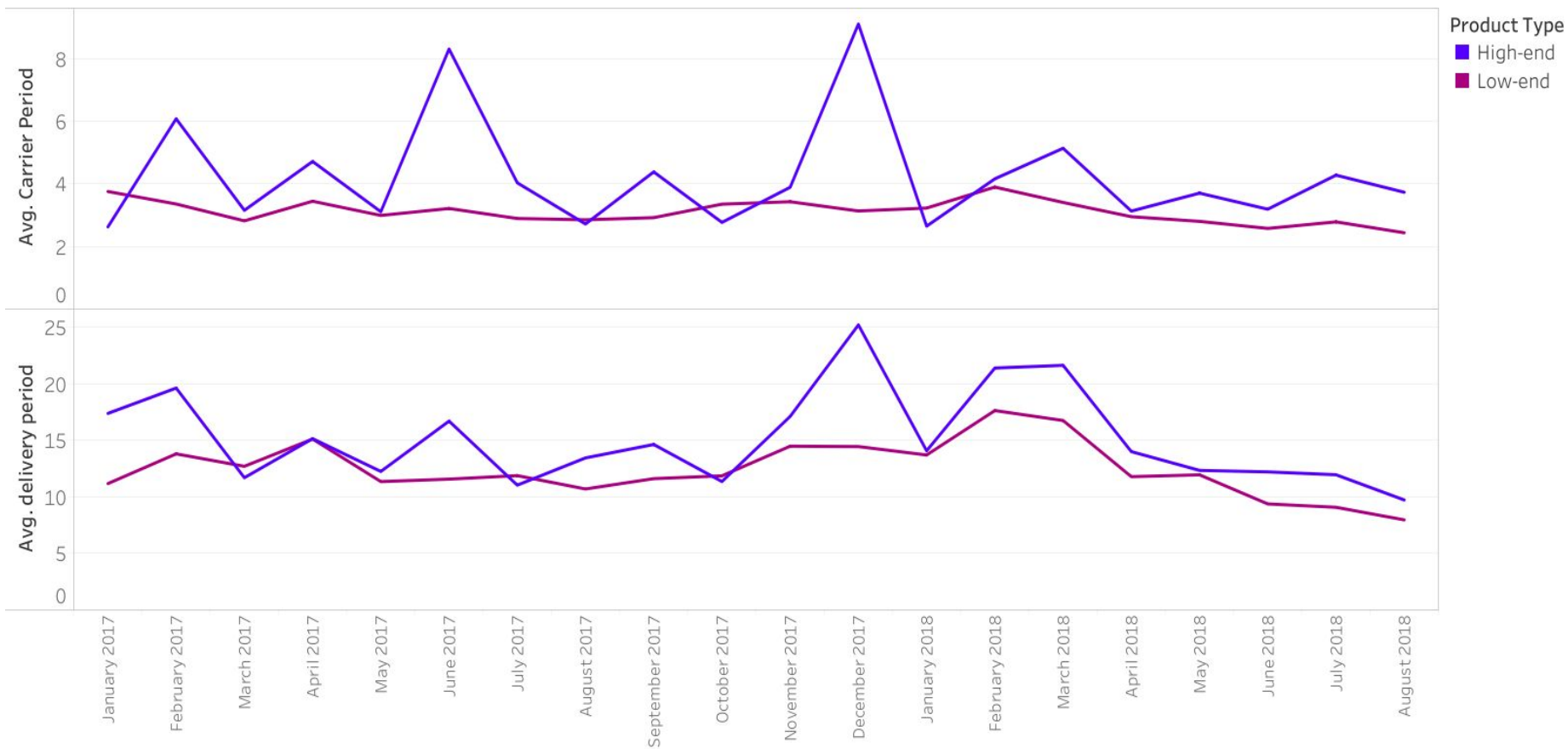
Thank you for your attention!

Appendix

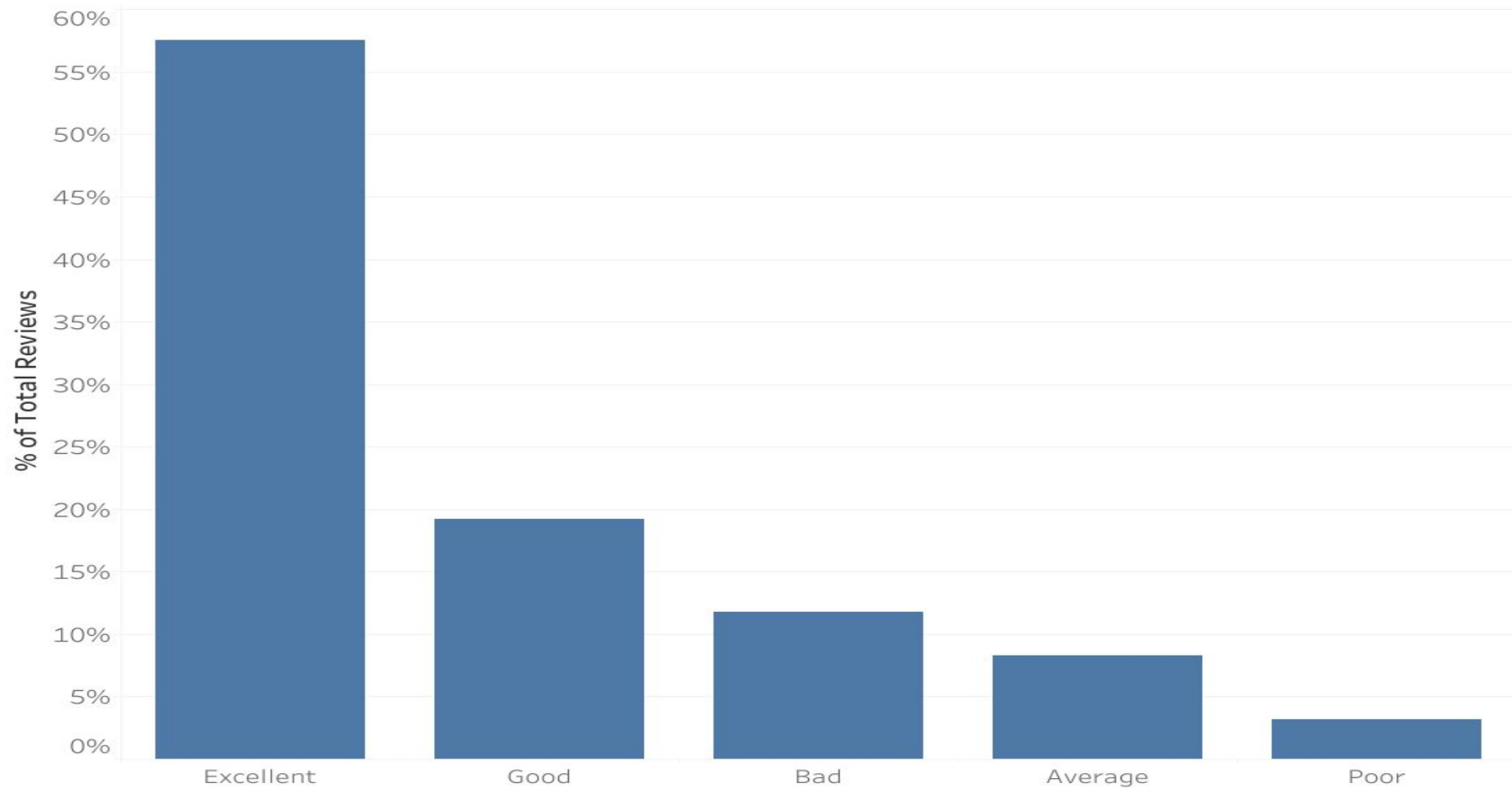
Distribution of Sales Revenue and Orders in Brazil



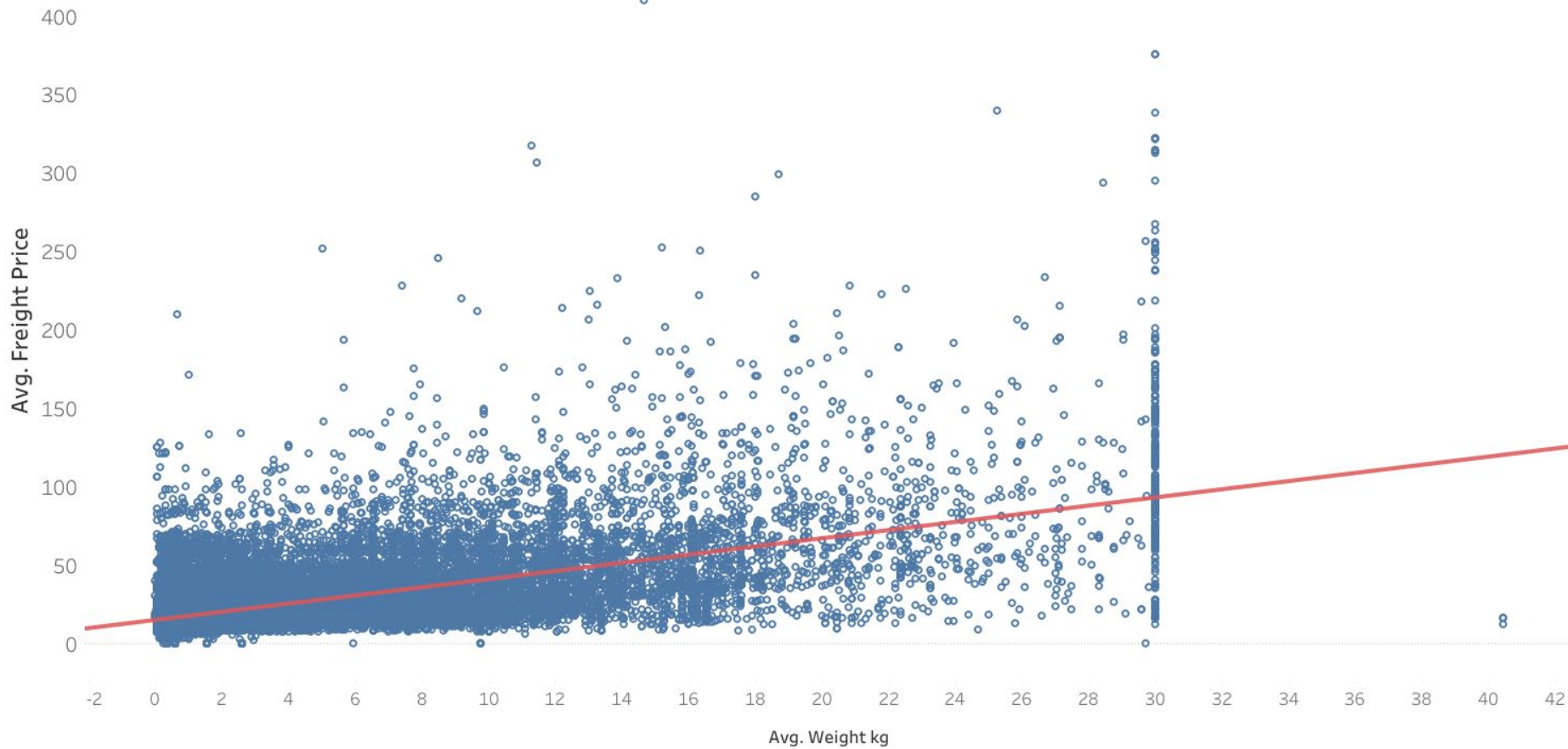




Rating



Relationship between Product Weight and Dispatch Price



Payment Type and Distribution for Magist customers

