


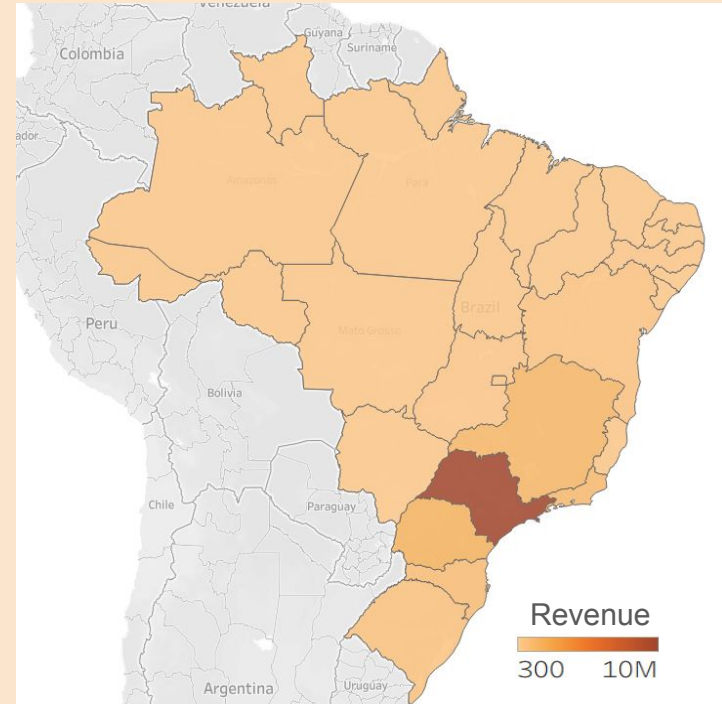


Magist : Strategic Partner?

Assessing product fit, customer satisfaction, and delivery reliability

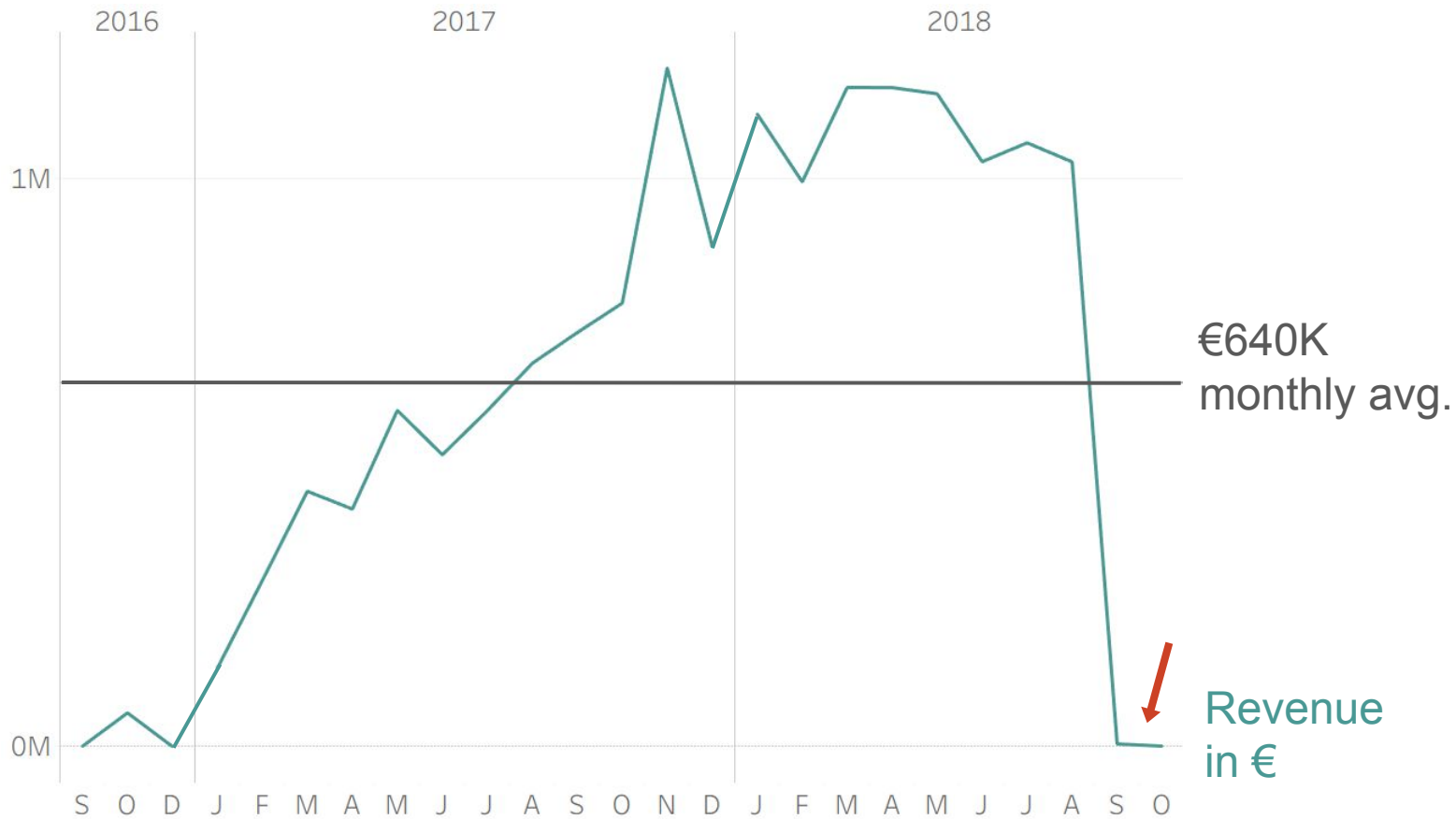


Nadine Jacobsen
Haripriya Raghunathan
Arnab Majumdar
Ariful Banna Uday



- Fit for high-end tech products?
- Are deliveries fast and reliable?

Magist: stopped growth



Magist's Tech Categories and Price Levels



Tech Categories



Computer accessories



Telephony



Tablets, printing and image



Audio



Electronics



PC gamer



Computers

Expensive

> €500

**€540 ENIACS average
product price**

Magist: little experience with expensive tech sales

0,3%



of all sold products are expensive tech products

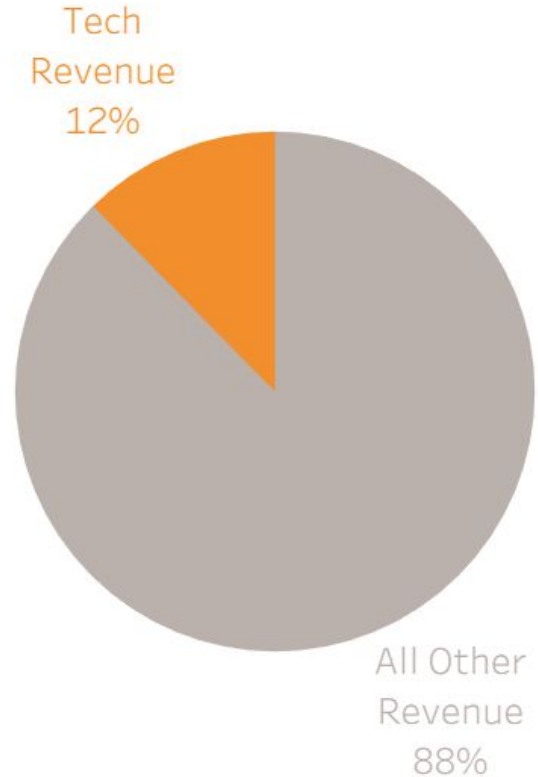
€106

vs. €540

Average tech product price is much lower than ENIAC's

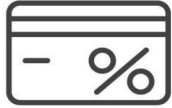


Tech product ratings are below ENIAC's standards



Seller Performance Insights

- Total sellers: 3095
- **Tech seller percentage:**

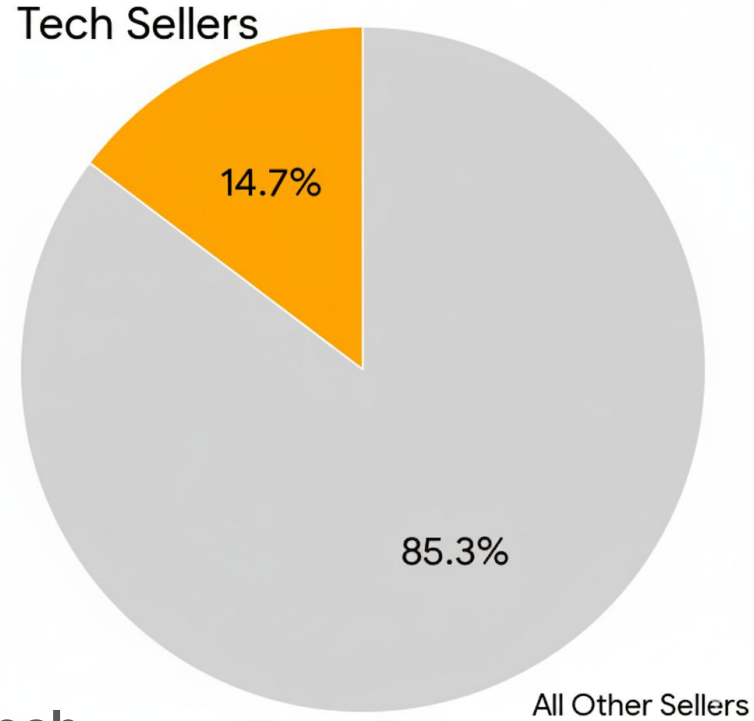


14.7%



- **Tech-sellers are small:** average monthly revenue **€147** vs. **€1.17 Mio.**

→ **Magist has no experience representing tech sellers like ENIAC**



Magist : Delivery Challenges

 **20%**

of delays are tech products, even with 90% on-time delivery.

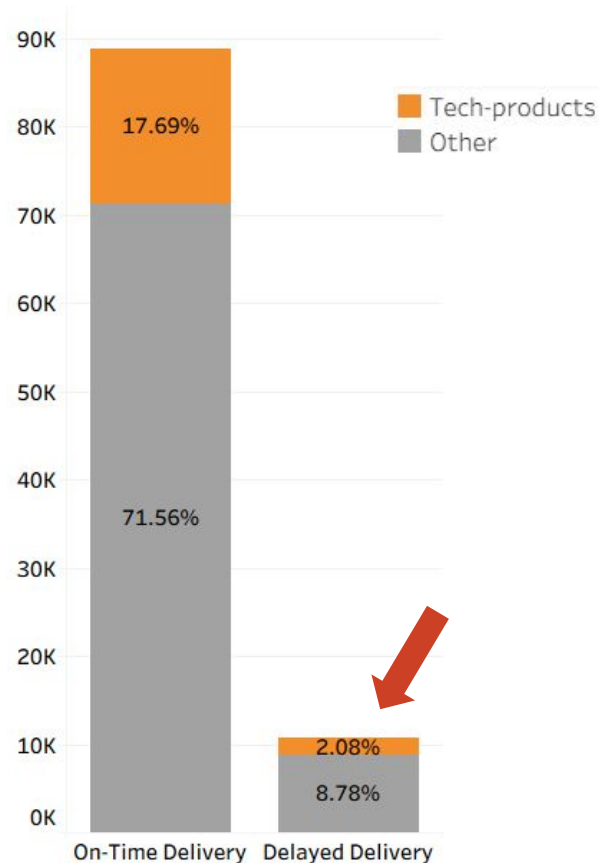
12 days 

Average delivery time



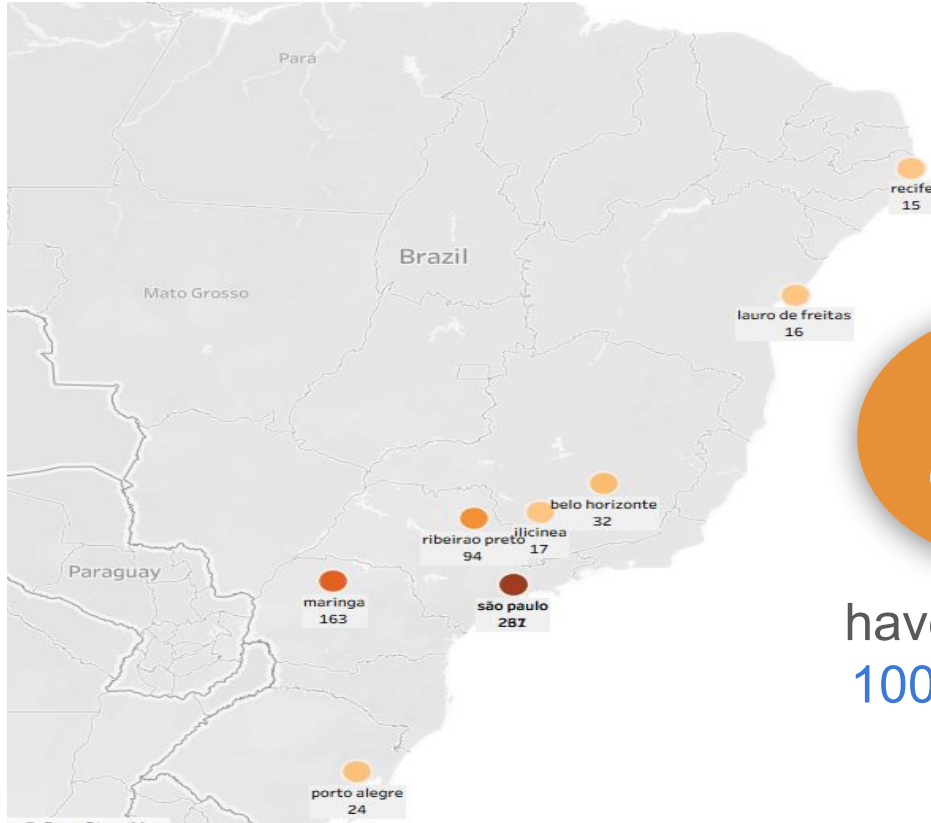
Heavier products

face more frequent delays



KEY NOTES ON MAGIST DELIVERY

Delayed orders based on Cities



Big cities delivery delays
raises concern about
efficiency

40
Orders

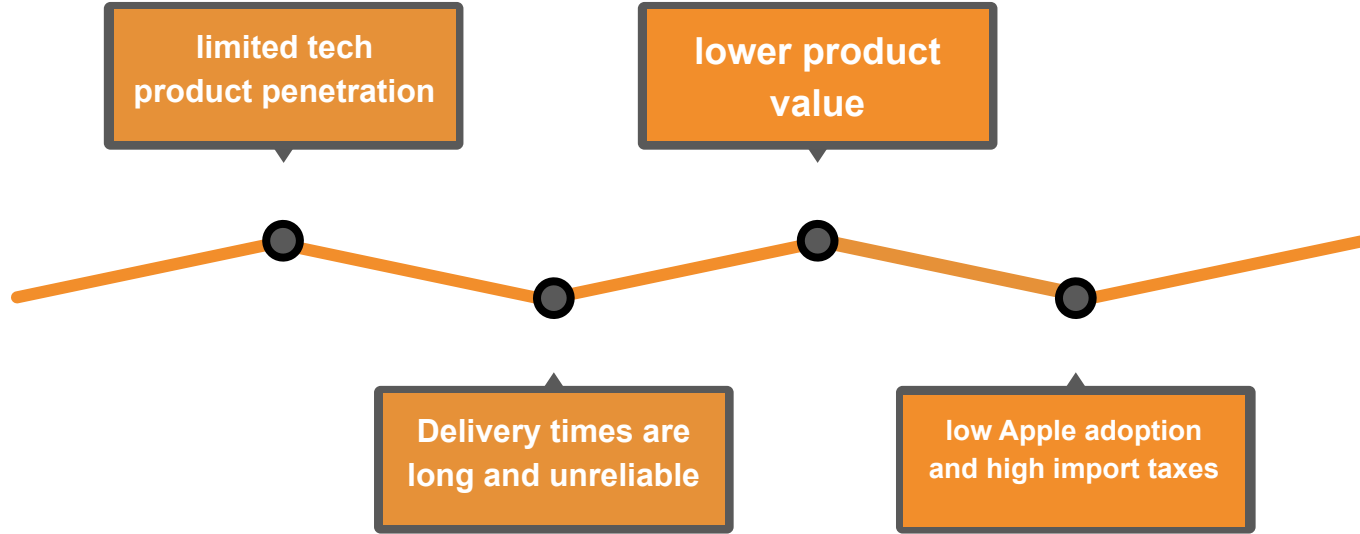
have more than
100 days delay

18 €

Average shipping cost for
Tech - Products

‘The Road Ahead’

- **Magist provides a quick entry** into Brazil with logistics and cost benefits.



Recommendation: Enter Brazil through Magist as a **short-term partner** for testing the market, while **strategically preparing Eniac’s own supply chain** to protect brand identity and ensure long-term scalability.

Thank You!

