

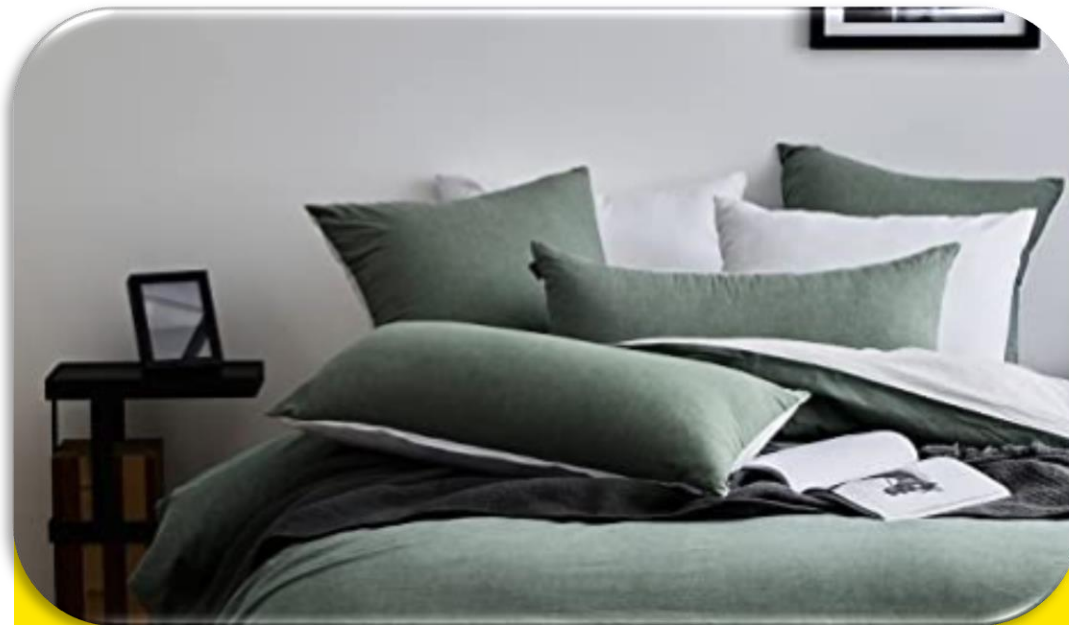


# Eniac – entry market

**Recommendations – Partnership with magist in the Brazilian market**



# Is magist a good fit for high-end tech products?



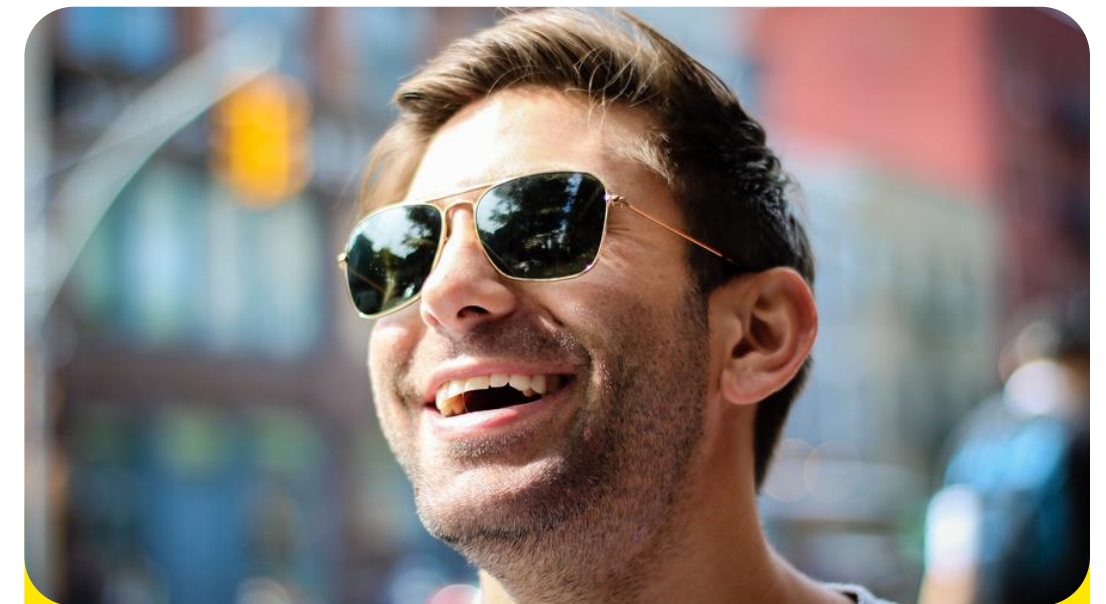
**1. Bed, bath and table**

9,8%



**2. Health and beauty**

8,5%



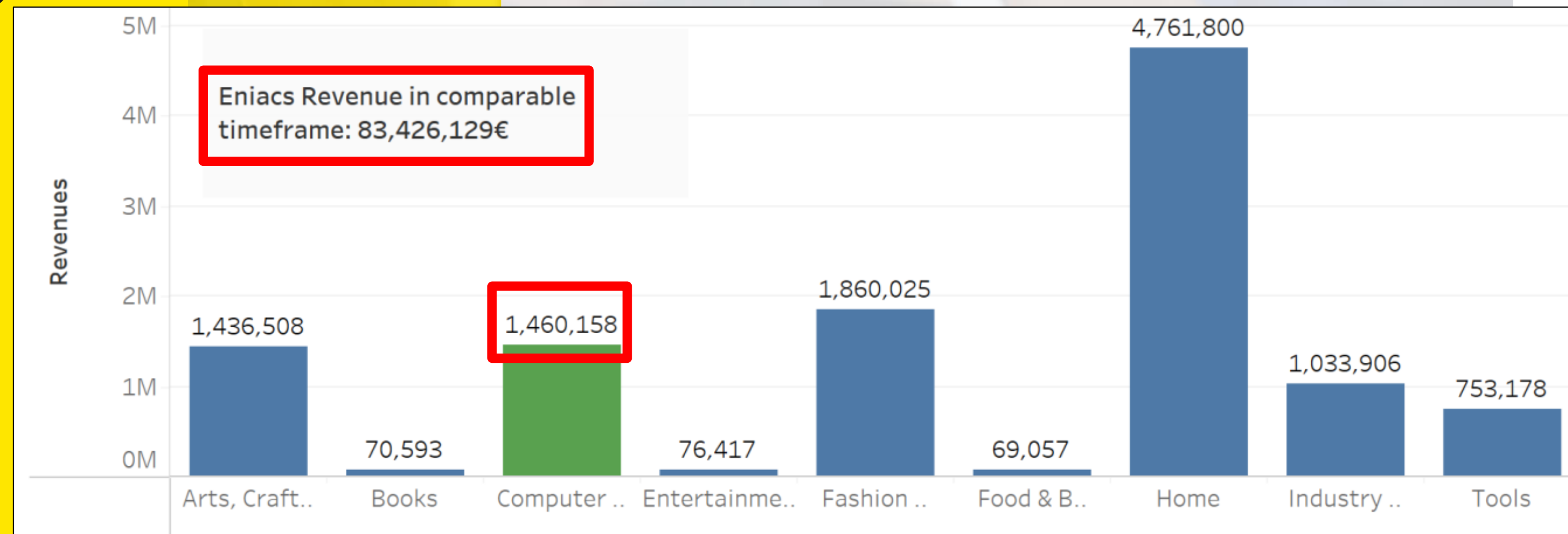
**3. Sports and leisure**

7,6%

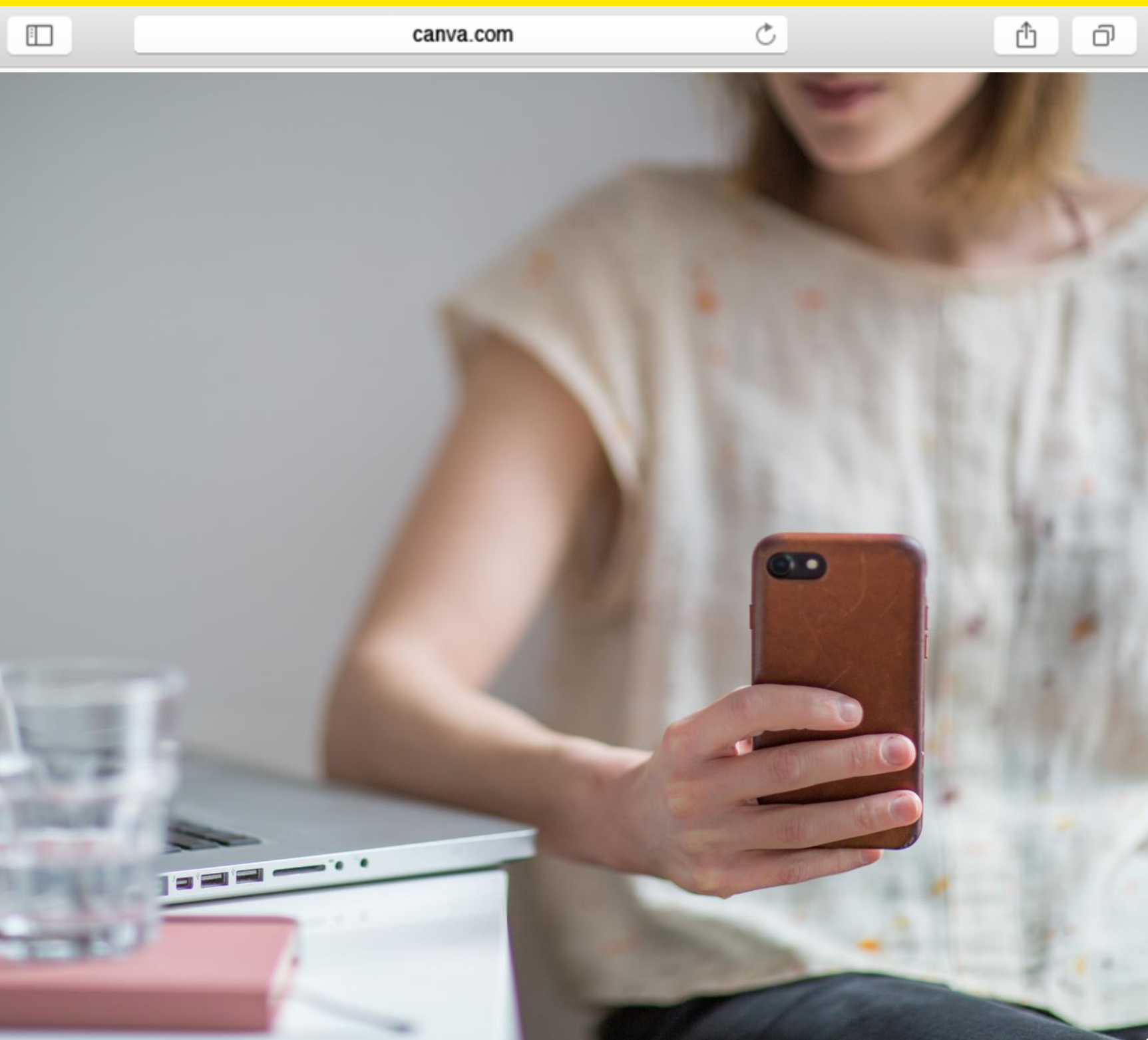
**Computer and accessories are in the 5<sup>th</sup> position with 6,9% of the orders.  
High end tech products are not the platform core business.**



# Magist's revenue



Magist has around 80 times less revenue in computer and accessories than Eniac's.



# 3,7 %

**Of electronic sales of magist costs more than 500 Euros.**

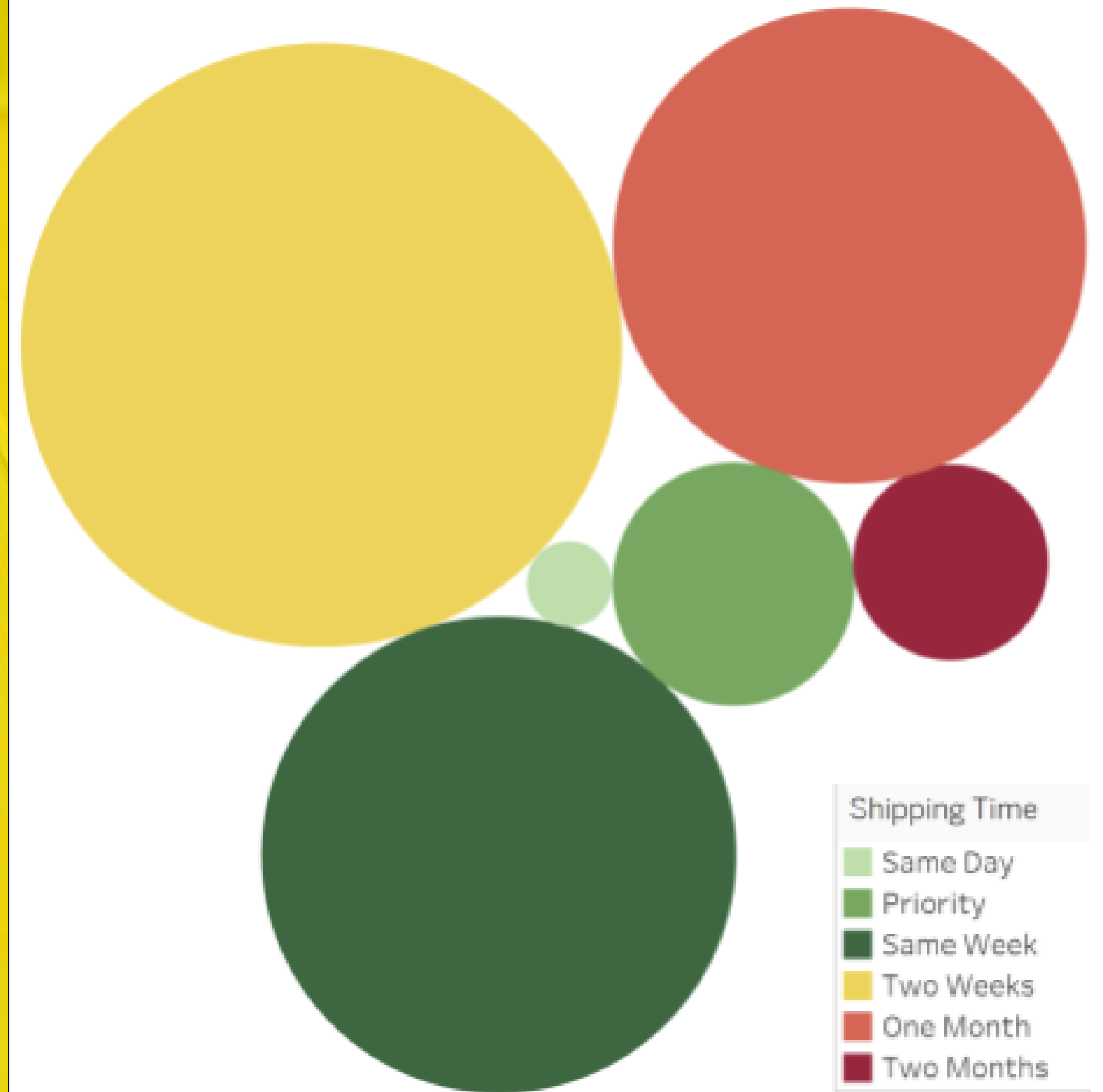
**Eniacs average order is 710 Euros.**

# Delivery time from magist's orders

Deliveries from magist takes in average 2 weeks.

Fast deliveries (within 1 week or faster) are only 31,8% from total.

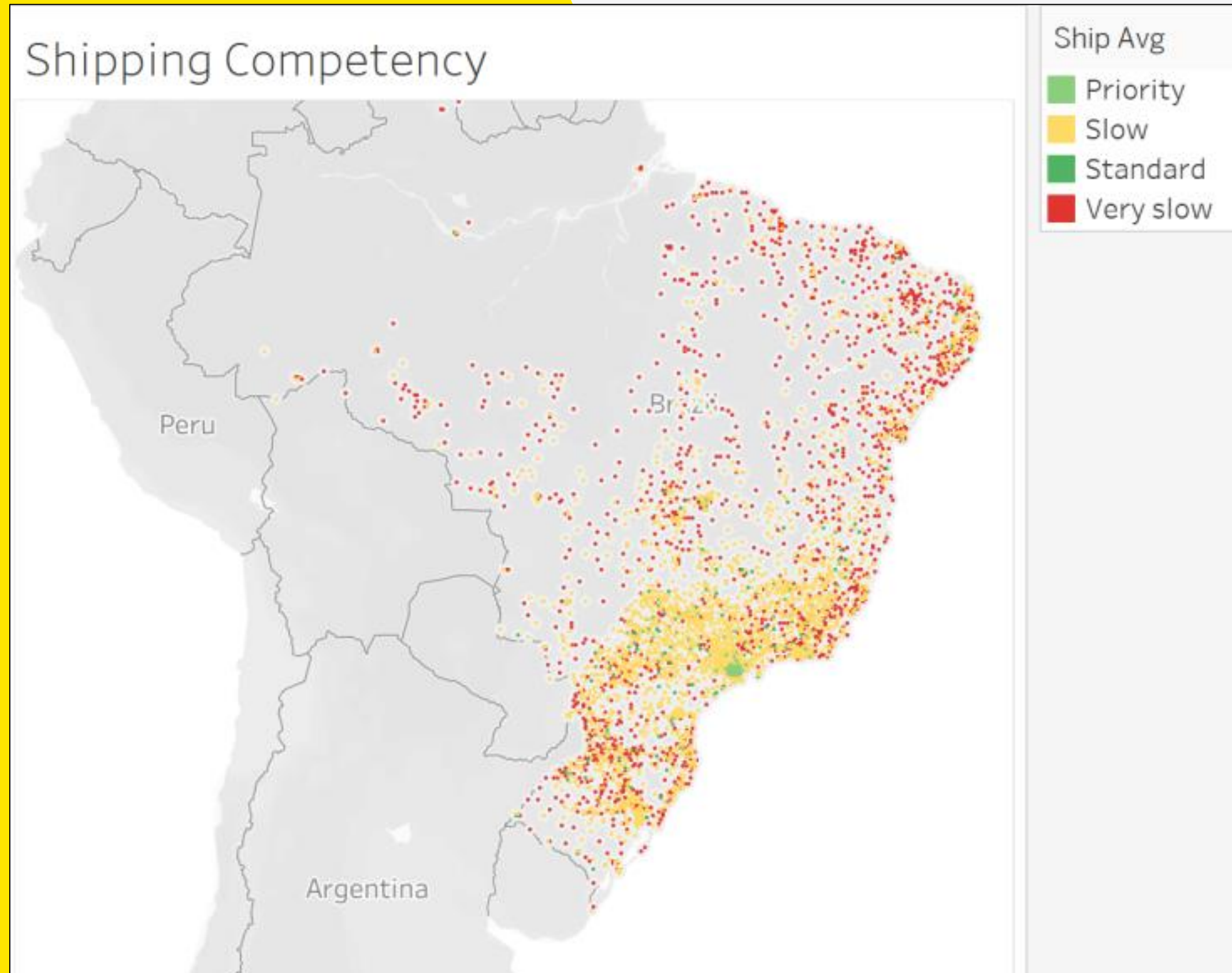
Shipping Times in Aggregate



# Are the deliveries fast enough?

No, the mail service in Brazil are not fast enough to meet eniac's strategy.

In Sao Paulo region it would be acceptable, but if we considerate the whole country, deliveries are very slow.







# Our recommendations



## **Start only in the Sao Paulo region**

The average delivery time in Sao Paulo region is quite acceptable and meets Eniac's strategy.



## **Platform focused in high end products only**

Focusing on a platform only for high end products will enable Eniac to access only relevant users, instead of a huge platform like magist.





**Thank you for your attention**