

PARTNERSHIP EVALUATION: ENIAC X MAGIST

EXPLORING PRODUCT FIT & DELIVERY EFFICIENCY

SHENIA & VICTORIA

ENIAC'S DATA ANALYST TEAM

OCTOBER 2018

Background

- Eniac is expanding into Brazil and evaluating Magist as a potential partner
- Magist granted limited access to their marketplace data for evaluation

Objective & Focus Areas

As Eniac's data analyst team, we explored Magist's data to assess:

- Product price segmentation & demand
- Delivery timelines & reliability

Partnership is not recommended

unless Magist can demonstrate improved delivery performance and proven experience with premium-tier products

Main concerns:

- Product & Pricing Alignment
- Delivery standards

Why These Concerns Were Prioritized

- All purchases happen on Eniac's website – customers won't know Magist is involved
- Any issues with delivery, product quality, packaging, or returns will be blamed on Eniac

 Risk of Brand Damage

CONCERN 1 – Product Alignment

ENIAC

Product Category Distribution: Tech vs Non-Tech

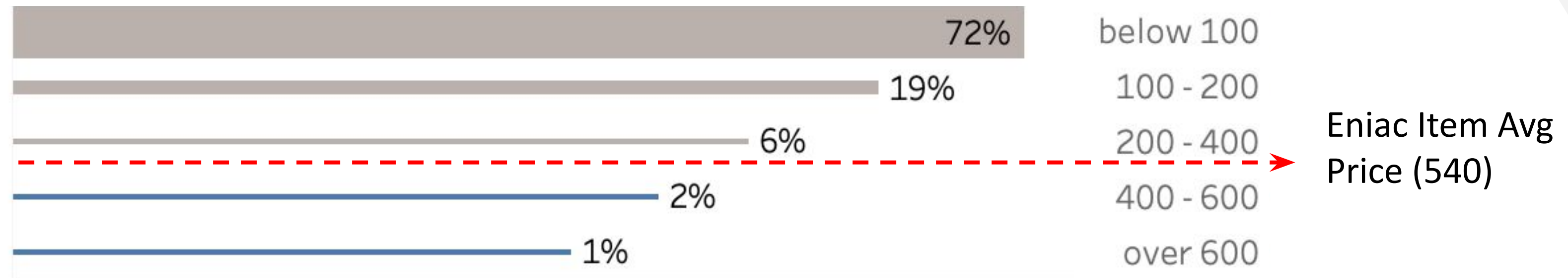


👉 Only **10%** of Magist's catalogue consists of tech products, while **90% are non-tech**

CONCERN 1 – Pricing Alignment

ENIAC

Price Segment Product Distribution



👉 Only **2%** of **Magist products** are priced near **Eniac's average €540**

👉 Magist's **average product price*** **€140**

* in related categories (e.g. computers, accessories, telephony)

CONCERN 1 – Product & Pricing Alignment

ENIAC

Possible Implications of Poor Alignment

- **Mismatched categories or pricing** can cause problems with product listings and inventory syncing.
- **Magist's logistics might not suit premium products**, leading to delays or inconsistent service.
- **Poor alignment** could slow down orders, stock updates, and returns, creating internal issues and unhappy customers.

Product Category Misalignment

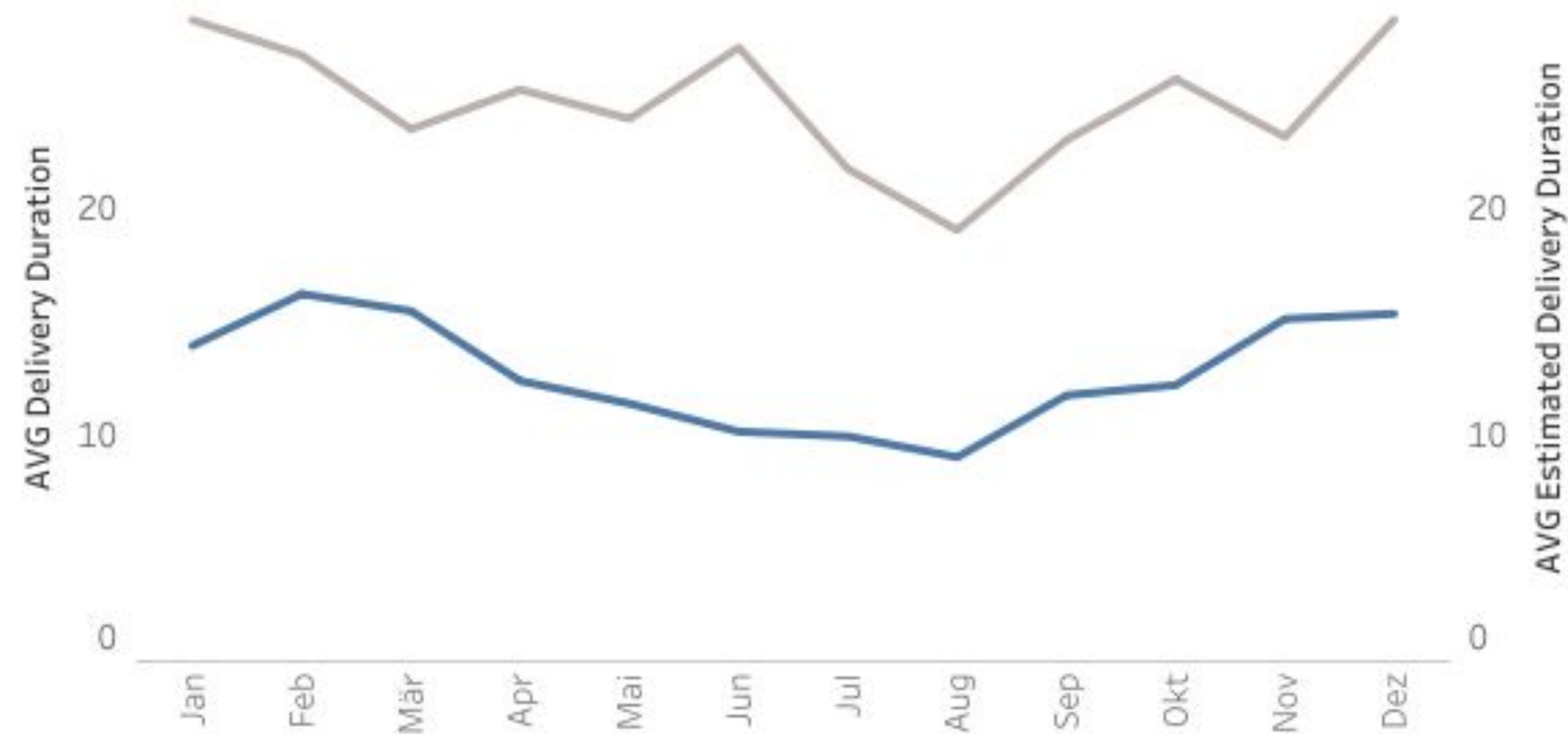
- Only **10%** of Magist's catalogue consists of tech products

Pricing Misalignment

- Magist's avg product price: **€140**
- Eniac's avg product price: **€540**
- Only **2%** of Magist products are priced near Eniac's average

CONCERN 2 – Delivery standards

ENIAC



👉 Magist's average delivery duration - **12,5 days**

👉 Magist's average estimated delivery duration - **24 days**

CONCERN 2 – Delivery standards

ENIAC

2018 Brazil Delivery Standards

Market Leaders

5-10 days

(Mercado Livre, Americans)

Magist

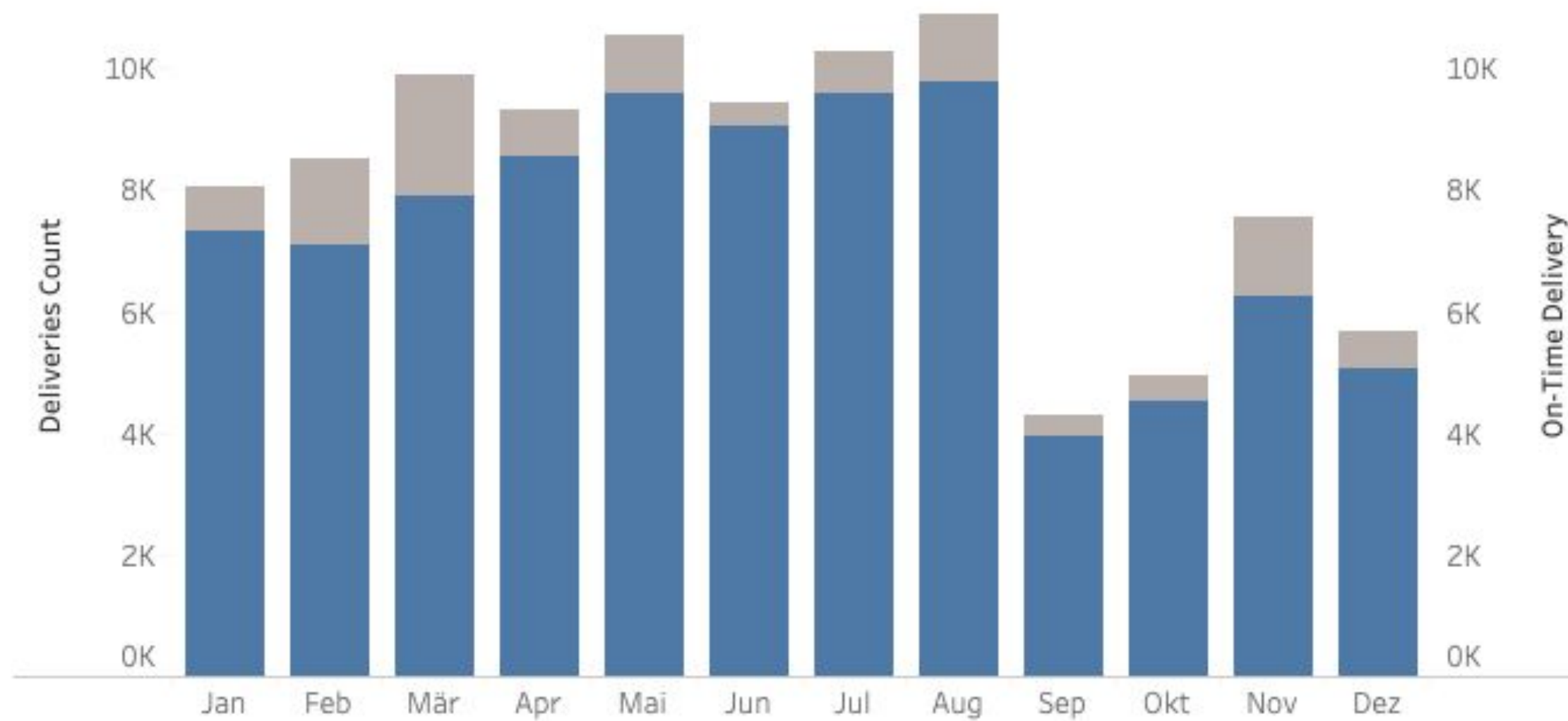
12.5 days

National Post

15-20 days

CONCERN 2 – Delivery standards

ENIAC



👉 Magist's OTDR is **90%**

👉 Magist's average delay rate is **8%**

CONCERN 2 – Delivery standards

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Metric

Magist

Benchmark

Gap

OTD Rate

90%

≥95%

-5%

Delay Rate

8%

≤3%

+5%

CONCERN 2 – Key Metrics Overview

ENIAC

- **OTDR and Delay Rate are below market standard**
- **Avg. Shipping Cost:** €19.99 (Heavy: €35.51, PCs: €48.45)
- **Heavy packages are more likely to be delayed** — possibly due to Magist's infrastructure not optimized for tech items like PCs
- **Delivery cost is higher for delayed orders**, which reduces operational efficiency

👉 While cost is a factor, **reliability and consistency are more critical for Eniac's premium customers**

- **Price mismatch:** Only **2%** of catalogue near Eniac's average (€540)
- **Delivery risk:** OTDR **90%**, Avg. Delay Rate **8%**
- **Product misalignment:** Only **10%** tech, unclear category tagging
- **Backend misfit:** Customer experience still affected despite own sales channel

Key Risks to Eniac's Premium Positioning

- **Limited experience with premium pricing**
 - Risk of inconsistent care, delivery speed, and post-sale service
- **Delivery standards below expectation**
 - Declining OTDR and slow fulfillment could damage customer satisfaction
- **Backend misalignment with product needs**
 - Handling, storage, and support not optimized for tech or high-value goods
- **Indirect brand risk despite own-site sales**
 - Any backend failure reflects on Eniac's brand and reputation

Partnership Not Advised

Unless Magist demonstrates clear improvements in:

- **Delivery** reliability and speed
- Handling of **premium tech** products
- **Operational alignment** with Eniac's product structure and standards

- **Start with a limited product range:** Test **accessories** that align with Magist's **low-to-mid price segment**
- **Run a 3-month pilot program** to evaluate **sales potential and delivery performance**
- **Explore alternative logistics options** for improved **delivery speed and reliability**
- **Hold back high-value items** (e.g., iPhones, iPads) until **demand and service levels are proven**

Without stronger alignment, **Magist's current setup may compromise operational efficiency and customer trust**, particularly in the **premium segment**.

Thank you for your attention!

Feel free to reach out if you have any questions or need further clarification