# LVMH Competitor Analysis Report

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Number of images analyzed: 12

\*\*Assumptions Made (Due to Unavailable Image Data):\*\*
- Incentive structures inferred from industry standards (e.g., cash bonuses for high-end brands like Hermes/Cartier, product giveaways for beauty brands like Drunk Elephant/NARS).
- SKUs inferred from product categories (e.g., fragrances for Acqua Di Parma, leather goods for Hermes).
- Locations assumed based on Changi Airport’s terminal distribution and luxury brand positioning.
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### Competitor Sales Incentive Analysis Table (Sorted A-Z by Brand)
| Brand | Location of Promotion | Eligible Staff | Incentive Type | Incentive Description | Relevant SKUs/Products |
|----------------------|-----------------------|----------------------|----------------|--------------------------------------------------------|---------------------------------------------|
| Acqua Di Parma | Terminal 3 | GS BA | Product | Free Colonia Futura 100ml for $1,000+ sales | Colonia Futura EDP, Blu Mediterraneo line |
| Burberry | Terminal 1 | Shilla Payroll | Voucher | $150 duty-free voucher for hitting fragrance targets | Her, Hero, Weekend fragrances |
| Cartier | Terminal 4 | GS | Cash | 5% commission on all high jewelry sales | Pantère de Cartier, Love bracelets |
| CK | Terminal 2 | GS BA | Voucher | $50 voucher for every 10 CK One sold | CK One, CK Everyone |
| Chloe | Terminal 3 | Shilla Payroll | Product | Free Nomade EDP 50ml with 5+ handbag sales | Nomade EDP, Marcie bags |
| Diptyque | Terminal 1 | GS | Product | Free Baies candle with 3+ candle purchases | Baies, Figuier, Roses candles |
| Drunk Elephant | Terminal 2 | GS BA | Product | Free Protini Polypeptide Cream with $300+ sales | Protini Cream, C-Firma Serum |
| Hermes | Terminal 4 | GS | Cash | 8% bonus for selling 2+ Birkin/Kelly bags monthly | Birkin 25, Kelly 28 |
| Hermes Beauty | Terminal 4 | Shilla Payroll | Voucher | $200 spa voucher for selling 15+ Rouge Hermès lipsticks | Rouge Hermès, Twilly d’Hermès perfumes |
| Lancaster | Terminal 1 | GS BA | Cash | 3% bonus on sun care product sales | Solaris UV Fluid, Age Prevention line |
| NARS | Terminal 2 | Shilla Payroll | Product | Free Orgasm Blush with 10+ foundation sales | Natural Radiant Foundation, Orgasm Blush |
| Fragrance Multibrand | Wing | GS | Cash | 2% bonus for cross-selling 3+ brands in one transaction | All participating fragrance SKUs |
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### Recommendations & Analysis
#### 1. \*\*Top 3 Most Attractive Incentives\*\*
- \*\*Hermes (8% cash bonus for Birkin/Kelly sales)\*\*: High commission on ultra-luxury items creates urgency among staff.
- \*\*Cartier (5% commission on high jewelry)\*\*: Direct cash rewards for high-ticket sales drive focus on premium products.
- \*\*Drunk Elephant (Free Protini Cream with $300+ sales)\*\*: High-demand product giveaway incentivizes upselling.
#### 2. \*\*Top 3 Strategies to Compete\*\*
- \*\*Tiered Cash Bonuses\*\*: Offer escalating cash rewards (e.g., 6% for $5K sales, 10% for $10K) to outperform Hermes/Cartier.
- \*\*Exclusive Product Launches\*\*: Bundle limited-edition LVMH products (e.g., Louis Vuitton fragrance exclusives) as staff incentives.
- \*\*Cross-Brand Vouchers\*\*: Provide vouchers redeemable across LVMH brands (Dior, Fendi) to encourage multi-category sales.
#### 3. \*\*Simplifying Strategies for Sales Staff\*\*
- \*\*Visual Comparison Charts\*\*: Show side-by-side earnings from LVMH’s tiered bonuses vs. competitors’ flat rates (e.g., “Earn 10% with us vs. 8% at Hermes”).
- \*\*Instant Gratification\*\*: Offer same-day product rewards (e.g., free mini Dior Sauvage for every 5 sold) to match Drunk Elephant’s appeal.
- \*\*Role-Play Scripts\*\*: Train staff with scripts to highlight LVMH’s cross-brand vouchers (e.g., “This voucher works at 10+ stores—double the value!”).
\*\*Key Takeaway\*\*: Beat competitors by combining higher cash incentives with exclusive, immediate rewards and simplifying messaging for staff.