# LVMH Competitor Analysis Report

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Number of images analyzed: 12

**Competitor Sales Incentive Analysis Table**

| **Brand** | **Location of Promotion** | **Eligible Staff** | **Incentive Type** | **Incentive Description** | **SKUs/Products** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Data incomplete | Not specified | Cash | Push Money per SKU sold: $2.50–$250 (Needs verification for $250 entries). | COLONIA EDC 50ml, COLONIA ESSENZA EDC 50ml, COLONIA PURA EDC 50ml, COLONIA INTENSA EDC 50ml, COLONIA C.LU.B. EDC 50ml, SIG. OSMANTHUS EDP 20ml, SIG. OUD EDP 20ml, SIG. QUERCIA EDP 20ml, SIG. SANDALO EDP 20ml, SIG. OUD & SPICE EDP 20ml, SIG. MAGNOLIA INFINITA EDP 20ml, SIG. ZAFFERANO EDP 20ml, IBM EDT 100ml, IBM EDT 180ml, SIG. OSMANTHUS EDP 100ml, SIG. YUZU EDP 100ml, SIG. OUD EDP 100ml, SIG. AMBRA EDP 100ml, SIG. QUERCIA EDP 100ml, SIG. SANDALO EDP 180ml. |
| Cartier PFM | All terminals | Shilla Payroll staff | Cash | $5 cash per bottle of Cartier Perfume sold. | All Cartier Perfumes. |
| CK, Chloe, Kylie | GS BAAT Wing and Arrival | Not specified | Voucher | $30 voucher for every $1,200 CK / $1,500 Chloe sold; $10 voucher per 3 Kylie bottles. | Not specified. |
| Diptyque | All stores | BA & GS | Cash | $5 cash per item sold for every 10 SKUs sold. | Diffusers, candles, gift sets, hand lotions, hair mists, EDP/EDT products (e.g., DIPTYQUE PFM Diffuser Roses, COFFRET MINI CANDLES 3X70G, EAU CAPITAL HAIR MIST 30ML). |
| Drunk Elephant | Terminal 1, 2, 3 | Shiseido Group BAs | Voucher | $10 voucher per $600 sales; $10 voucher per 5 Lippe Balm sets sold. | Lippe Balm Reform 3.7g (SKU: 42801673101). |
| Fragrance Burberry | Data incomplete | Fragrance PM staff | Voucher | $10 voucher per 2 focus SKUs sold. | Festive Limited Edition makeup items (e.g., BURBERRY MASCARA 01 BLACK, GUCCICOS MATTE LS 505 JANET RUST). |
| Fragrance Multibrand | Data incomplete | Not specified | Voucher | $10 voucher per focus SKU sold. | Multibrand fragrance gift sets (e.g., CK One XM24 EDT200+EDT50, Chloe EDP50+BL100, Gucci Flora EDP100+PS10). |
| Hermes (Fragrance) | T1/T2/T3 and T4 | Not specified | Voucher, Product | T1-T3: $15 voucher per 3 X’mas sets (capped at $120); T4: $50 voucher per 10 fragrances. Testers awarded for bulk sales. | X’mas Sets, Twilly Collection, Barénia fragrances. |
| Hermes (Beauty) | Data incomplete | Not specified | Voucher, Product | $30 voucher per 6 Eye/Lip Pencils or Eye Shadow Palettes sold (capped at $120). Testers for bulk sales. | Eye Pencils, Lip Pencils, Eyeliner, Eye Shadow Palettes, Mascara. |
| Lancaster | All stores | Shilla staff | Voucher | $10 voucher per 4 SKUs sold. | Sun protection and skincare products (e.g., LANCASTER SKIN SRD AAGE SPF30 100ML, SUN PERFECT STICK SPF50). |
| Nars | All terminals | Shiseido Group BAs | Voucher | Tiered vouchers: $10 (Tier 1: $1,000 sales), $50 (Tier 2: $3,000), $80 (Tier 3: $5,000). | Not specified. |

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**Recommendations & Analysis**

1. \*\*Top 3 Most Attractive Incentives\*\*

* \*\*Acqua Di Parma’s $250 Push Money (if verified):\*\* Exceptionally high per-bottle incentives for select SKUs could drive aggressive upselling.
* \*\*Cartier’s $5 Cash per Bottle:\*\* Simple, immediate cash rewards for all perfume sales.
* \*\*Diptyque’s $5 Cash per Item Sold:\*\* Transparent, high-frequency payouts for staff selling niche/luxury home fragrances.

1. \*\*Top 3 Strategies to Compete\*\*

* \*\*Tiered Cash Incentives:\*\* Match Cartier’s $5/bottle cash structure but add tiered bonuses (e.g., +$2/bottle for exceeding monthly targets).
* \*\*Bundled Product Incentives:\*\* Counter Diptyque’s per-item rewards with higher payouts for selling curated LVMH bundles (e.g., perfume + candle sets).
* \*\*Luxury Testers as Perks:\*\* Compete with Hermes’ tester rewards by offering exclusive LVMH miniatures or limited-edition samples for high performers.

1. \*\*Ensuring Strategies Are Staff-Friendly\*\*

* \*\*Simplified Payout Structure:\*\* Use clear, visual charts to explain tiered incentives (e.g., “Sell 10 bottles = $50 cash + free product”).
* \*\*Instant Rewards:\*\* Offer same-day vouchers or cash payouts instead of delayed payroll credits to mirror Acqua Di Parma’s immediacy.
* \*\*Product Training:\*\* Equip staff with storytelling tools (e.g., “This LV perfume’s history justifies its $10/bottle incentive”) to justify premium pricing and incentives.

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**Notes**

* Acqua Di Parma’s $250 incentive requires verification due to outlier values.
* Location and staff eligibility gaps in competitor data limit precision.
* Focus on cash/voucher parity and experiential rewards (e.g., testers) aligns with luxury retail psychology.

# Source Images for Reference

The following images were used as source data for this analysis. They are provided for reference to verify the accuracy of the extracted information.

### Image 1: 50fd9a91-d9c0-448c-952f-1c1e64706f99-Cartier - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 2: 6a63afc0-c931-46cc-bd07-40656cbd7c3b-Holiday - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 3: 799eb808-933f-4d90-b683-c01c4f9c15f6-Fragrance Burberry, Guccicos - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 4: 7ab23f80-04ea-46c6-8073-dfbfff4737e8-Drunk Elephant - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 5: 7cb97518-b57e-46ad-b6b0-47aa0b37e875-Nars - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 6: 81e52873-f1d9-4e3f-8459-20b5ace93a97-Fragrance Multibrand - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 7: 936ce51c-6b32-4ef3-b010-faadee3d0cdd-CK, Chloe, Kylie - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 8: 9aee4577-88c6-464b-ba56-cc8fe8185e3e-Lancaster - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 9: c8aa4c0d-547b-4b81-95eb-f0f39b260d5c-Acqua Di Parma - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 10: d51ac9df-f5e7-4ae7-8d81-dac47f77e7fb-Hermes - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 11: de6e84cf-5893-4a3e-9ab8-2cc59e157cf5-Hermes Beauty - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.

### Image 12: e4ccbb68-2538-45a3-ad4d-750efd62c76e-Diptyque - Feb 2025.jpeg

This image can be found in the 'uploads/1952af2b-812f-44f4-82fa-a23b15a4048a' directory.