# LVMH Competitor Analysis Report

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**Competitor Sales Incentive Analysis Table**

| **Brand** | **Location of Promotion** | **Eligible Staff** | **Incentive Type** | **Incentive Description** | **SKUs/Products (Inferred)** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Terminal 3 | GS BA | Product | Free product bundle for hitting fragrance sales goals | Colonia Futura, Fico di Amalfi, Rosa Nobile |
| Burberry | Terminal 1 | Shilla Payroll | Voucher | SGD 50 duty-free voucher for every $500 in sales | Burberry Her EDP, Mr. Burberry Cologne |
| Cartier | Terminal 3 | GS | Cash | 5% cash bonus on jewelry sales above SGD 10,000 | Love Bracelet, Tank Solo Watch |
| Chloe | Terminal 2 | GS BA | Product | Complimentary perfume set for top 3 sellers | Nomade EDP, Roses de Chloe |
| Diptyque | Terminal 4 | Shilla Payroll | Voucher | 10% discount voucher for next purchase | Baies Candle, Philosykos EDP |
| Drunk Elephant | Arrival Hall | GS BA | Product | Free skincare kit for 20+ units sold | Protini Polypeptide Cream, C-Firma Vitamin C Serum |
| Hermes | Terminal 3 | GS | Cash | 7% commission on leather goods sales | Birkin Bag, Evelyne TPM |
| Hermes Beauty | Terminal 1 | GS BA | Product | Exclusive perfume gift with 15+ units sold | Terre d'Hermes, Twilly d’Hermès |
| Lancaster | Terminal 2 | Shilla Payroll | Voucher | Spa voucher for sunscreen sales above SGD 1,000 | Sun Beauty Velvet Milk SPF50 |
| Nars | Terminal 4 | GS BA | Product | Free makeup palette for 25+ lipstick sales | Powermatte Lip Pigment, Orgasm Blush |

**Assumptions**:

1. SKUs inferred from best-selling products of each brand.
2. "GS BA" = General Sales Beauty Advisor.
3. "Shilla Payroll" = Staff contracted under Shilla Duty Free’s payroll system.

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**Recommendations & Analysis**

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

1. \*\*Hermes’ 7% Cash Commission\*\* (High-value leather goods drive significant earnings).
2. \*\*Cartier’s 5% Cash Bonus\*\* (Luxury jewelry sales yield large individual transactions).
3. \*\*Drunk Elephant’s Free Skincare Kit\*\* (Popular with staff for personal use/resale).

#### 2. **Top 3 Strategies to Compete**

1. \*\*Tiered Cash Bonuses\*\*: Offer escalating cash rewards (e.g., 6% for LVMH leather goods, 8% for limited editions).
2. \*\*Exclusive Product Launches\*\*: Provide early access to unreleased LVMH products as staff incentives.
3. \*\*Hybrid Incentives\*\*: Combine cash + vouchers (e.g., SGD 50 cash + SGD 30 voucher for every $1,000 in sales).

#### 3. **Simplifying Strategies for Sales Staff**

1. \*\*Use Visual Comparison Charts\*\*: Show side-by-side earnings (e.g., “Earn SGD 600 with LVMH vs. SGD 500 with Cartier for the same sales”).
2. \*\*Role-Play Scripts\*\*: Train staff to say, “Our incentives let you earn more \*and\* keep our latest products.”
3. \*\*Instant Rewards\*\*: Highlight immediate payouts (e.g., “Cash bonuses paid weekly, not monthly”).

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