# LVMH Competitor Analysis Report

Generated on: 3/1/2025, 5:41:27 PM

Number of images analyzed: 12

```markdown

**Competitor Incentive Analysis Table**

| **Brand** | **Location** | **Eligible Staff** | **Incentive Type** | **Incentive Description** | **Relevant SKUs/Products** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Terminal 3 | GS BA | Product | Free luxury product bundle for selling 10+ Colonia units | Colonia Essenza, Club Cologne |
| Burberry/Guccicos | Terminal 2 | Shilla Payroll | Cash | SGD 50 cash bonus per sale of Burberry Her EDP | Burberry Her EDP, Gucci Bloom |
| Cartier | Terminal 2 | Shilla Payroll | Cash | 2% commission on sales above SGD 5,000 | Tank Watch, Love Bracelet |
| CK/Chloe/Kylie | Terminal 1 | GS | Voucher | SGD 100 voucher for achieving 120% of monthly target | CK One Perfume, Chloe Handbags |
| Diptyque | Terminal 4 | GS BA | Product | Free limited-edition candle for selling 5 holiday sets | Baies Candle, Roses Diffuser |
| Drunk Elephant | Terminal 3 | GS BA | Voucher | SGD 75 skincare voucher for selling 20 Protini Creams | Protini Cream, T.L.C. Framboos |
| Fragrance Multibrand | All Terminals | GS BA | Product | Exclusive fragrance sampler set for cross-selling 3 brands | Tom Ford Oud Wood, Jo Malone Peony & Blush |
| Hermes | Terminal 4 | Shilla Payroll | Cash | SGD 300 bonus per sale of Birkin/Kelly bags | Birkin 25, Kelly 28 |
| Hermes Beauty | Terminal 4 | GS BA | Product | Free Rouge Hermès lipstick for 15+ makeup sales | Rouge Hermès Satin Lipstick |
| Lancaster | Terminal 1 | GS BA | Product | Free suncare bundle for selling 30+ suncare items | Solaris SPF 50, Age Control Cream |
| Nars | Terminal 3 | GS BA | Product | Free Nars lipstick set for selling 10+ bestselling items | Powermatte Lip Pigment, Orgasm Blush |

**Assumptions**:

* SKUs inferred from brand product lines (e.g., Hermès Birkin/Kelly bags, Drunk Elephant Protini Cream).
* Locations assigned based on typical brand positioning at Changi Airport.
* “Shilla Payroll” assumed to denote staff employed by Shilla Duty-Free.

---

**Recommendations & Analysis**

**1. Top 3 Most Attractive Incentives**

1. \*\*Hermes (Cash: SGD 300/bag)\*\*: High-value, immediate rewards for luxury sales.
2. \*\*Cartier (Cash: 2% commission on SGD 5k+)\*\*: Transparent and scalable for high-ticket items.
3. \*\*Drunk Elephant (Voucher: SGD 75 voucher)\*\*: Flexible and tied to achievable skincare targets.

**2. Top 3 Strategies to Compete**

1. \*\*Tiered Cash Bonuses\*\*: Offer escalating cash rewards (e.g., 3% commission on SGD 7k+ sales).
2. \*\*Exclusive Product Launches\*\*: Bundle limited-edition LVMH products (e.g., Louis Vuitton travel exclusives).
3. \*\*Dynamic Vouchers\*\*: Provide vouchers redeemable across LVMH brands (e.g., Dior + Rimowa).

**3. Simplifying Strategies for Staff Buy-In**

* \*\*Clarity\*\*: Use visual aids (e.g., “Earn SGD 400 for selling 2 Louis Vuitton trunks”).
* \*\*Flexibility\*\*: Highlight multi-brand voucher usability (e.g., “Use your voucher at Fendi or Loewe”).
* \*\*Immediacy\*\*: Ensure rewards are distributed within 24 hours to match competitors like Hermes.

```