# LVMH Competitor Analysis Report

Generated on: 3/22/2025, 6:20:12 PM

Number of images analyzed: 12

```markdown

**Competitor Incentive Analysis Table**

| **Brand** | **Location of Promotion** | **Eligible Staff** | **Incentive Type** | **Incentive Description** | **Relevant SKUs/Products** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | All Terminals | All Staff | Cash | $2.50–$250 per bottle sold (varies by SKU) | COLONIA EDC SO ML, COLONIA ESSENZA EDCSO ML, COLONIA PURA EDC50 ml, SIG. OSMANTHUS EDP 20 ml, IBM EDT 100/180 ml, etc. |
| Acqua Di Parma | All Terminals | All Staff | Cash | $4 per 100ml EDT bottle sold | IBM ARANCIA DI CAPRI EDT 100 ML, IBM MANDORLO DI SICILIA EDT 100 ML, IBM FICO DI AMALFI EDT 100 ML, etc. |
| Acqua Di Parma | All Terminals | All Staff | Cash | $6 per 180ml EDT bottle sold | IBM ARANCIA DI CAPRI EDT 180 ML, IBM FICO DI AMALFI EDT 180 ML, BM MIRTO DI PANAREA EDT 180 ML, etc. |
| Acqua Di Parma | All Terminals | All Staff | Cash | $8 per 100ml EDP bottle sold | SIG. OSMANTHUS EDP 100 ML, SIG. YUZU EDP 100 ML, SIG. OUD EDP 100 ml, etc. |
| Acqua Di Parma | All Terminals | All Staff | Cash | $10 per 180ml EDP bottle sold | SIG. SANDALO EDP 180 ML |
| Cartier | All Terminals | Shilla Payroll Staff | Cash | $5 per bottle of Cartier Perfume sold | All Cartier Perfumes |
| CK | GS BAAT Wing & Arrival | GS/BA | Voucher | $30 voucher per $1,200 CK sales | CK products (unspecified SKUs) |
| Chloe | GS BAAT Wing & Arrival | GS/BA | Voucher | $30 voucher per $1,500 Chloe sales | Chloe products (unspecified SKUs) |
| Kylie | GS BAAT Wing & Arrival | GS/BA | Voucher | $10 voucher per 3 Kylie Cosmic Fragrance bottles sold | Kylie Cosmic Fragrance |
| Diptyque | All Stores | BA & GS | Cash | $5 per item sold when 10 units are sold | Diffusers, candles, sets (e.g., DIPTYQUE PFM Diffuser Roses, SET EDP 3X10ML, Candle BAIES 600g) |
| Drunk Elephant | Terminals 1–3 | Shiseido Group BAs | Voucher | $10 voucher per $600 sales or per 5 Lippe Balm sets sold | Lippe Balm Reform 3.7g |
| Fragrance Burberry | All Locations | All Staff | Voucher | $10 voucher per 2 focus SKUs sold | BURBERRY MASCARA 01 BLACK, GUCCICOS MAKE EYE PL LE24, etc. |
| Fragrance Multibrand | All Locations | All Staff | Voucher | $10 voucher per focus SKU sold | Multibrand gift sets (e.g., CK One EDT200+EDT50, Chloe EDP50+BL100, Daisy EDT100+BL75) |
| Hermes | Terminals 1–3 | All Staff | Voucher/Product | $15 voucher per 3 X’mas sets sold (capped at $120); testers for bulk sales | X’mas Sets, Twilly Collection, Barénia fragrances |
| Hermes | Terminal 4 | All Staff | Voucher | $50 voucher per 10 Hermes 85ml/100ml fragrances sold (capped at $100) | Hermes 85ml/100ml fragrances |
| Hermes Beauty | All Terminals | All Staff | Voucher/Product | $30 voucher per 6 beauty items sold (capped at $120); testers | Eye/Lip Pencils, Eyeshadow Palettes, Mascara |
| Lancaster | All Stores | All Staff | Voucher | $10 voucher per 4 SKUs sold | SUN PROTECTION SPF30/50, BODY LOTIONS, SUN CONTROL STICK |
| Nars | All Terminals | Shiseido Group BAs | Voucher | Tiered vouchers: $10 (≥$1k sales), $50 (≥$3k), $80 (≥$5k) | All NARS products |

---

**Recommendations & Analysis**

**1. Top 3 Most Attractive Incentives**

1. \*\*Cartier’s $5 Cash per Bottle\*\*: Immediate cash rewards for every sale, simple and universally motivating.
2. \*\*Diptyque’s $5 per Item on Volume Sales\*\*: High earning potential ($50 for 10 items) for staff selling luxury home fragrances.
3. \*\*Acqua Di Parma’s High-Value SKU Incentives\*\*: Up to $250/bottle (if accurate) for premium products drives focus on high-margin items.

**2. Top 3 Strategies to Compete**

1. \*\*Tiered Cash Bonuses\*\*: Offer escalating cash rewards (e.g., $8–$15 per bottle) for LVMH’s hero products (e.g., Louis Vuitton perfumes, Dior fragrances).
2. \*\*Hybrid Incentives\*\*: Combine cash with luxury product testers (e.g., a free mini fragrance for every 5 bottles sold) to add aspirational value.
3. \*\*Volume Multipliers\*\*: Introduce “double incentive days” or bonuses for hitting weekly sales targets (e.g., +20% payout for $3k+ in sales).

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

* \*\*Clarity\*\*: Use visual aids (e.g., “Earn $10 cash per bottle + a free mini for every 5 sold!”).
* \*\*Immediacy\*\*: Ensure incentives are paid weekly, not monthly, to reinforce quick wins.
* \*\*Training\*\*: Role-play scenarios to show how tiered incentives maximize earnings (e.g., “Selling 3 Louis Vuitton perfumes gets you $30 today!”).

```

**Assumptions & Notes**:

* Acqua Di Parma’s $250 incentive is assumed valid (though likely a typo; industry norms suggest $25–$50).
* “Holiday” brand data excluded due to unclear incentives.
* Locations inferred as “All Terminals” where unspecified.