# LVMH Competitor Analysis Report

Generated on: 3/22/2025, 6:15:17 PM

Number of images analyzed: 12

**Competitor Sales Incentive Analysis Table**

| **Brand** | **Location of Promotion** | **Eligible Staff** | **Incentive Type** | **Incentive Description** | **Relevant SKUs/Products** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | All Terminals (Assumed) | Shilla Payroll | Cash | $2.50–$10 per bottle sold (varies by SKU size/type) | COLONIA EDC 50ml, SIG. OSMANTHUS EDP 20ml, IBM ARANCIA DI CAPRI EDT 100ml, SIG. OUD EDP 100ml, COLONIA C.LU.B. EDC180ml, etc. |
| Cartier | All Terminals | Shilla Payroll | Cash | $5 per bottle of Cartier Perfume sold | All Cartier Perfumes |
| CK/Chloe/Kylie | GS BAAT Wing & Arrival | GS BA | Voucher | $30 voucher per $1200 CK / $1500 Chloe sold; $10 voucher per 3 Kylie Cosmic Fragrances | CK products, Chloe products, Kylie Cosmic Fragrance |
| Diptyque | All Stores | BA & GS | Cash | $5 per item sold (credited to payroll) for every 10 SKUs sold | Diffusers, Candles (BAIES, ROSES), Sets (mini candles, EDP/EDT sets), Hair Mist, Hand/Body Care |
| Drunk Elephant | Terminals 1/2/3 | Shiseido Group BAs | Voucher/Product | $10 voucher per $600 sales; $10 Taka voucher per 5 Lippe Balm sets sold | Lippe Balm Reform 3.7g (42801673101) |
| Fragrance (Burberry/Guccicos) | All Stores (Assumed) | GS BA | Voucher | $10 voucher per 2 focus SKUs sold | Burberry Mascara, Cushion, Eyeshadow; Guccicos Mascara, Blush, Lipsticks |
| Fragrance Multibrand | All Stores (Assumed) | GS BA | Voucher | $10 voucher per focus SKU sold | XM24 Sets (Goddess EDP50 + BL75, Hero EDT100 + SG75, CK One EDT200+50ml, Chloe EDP50+BL100, etc.) |
| Hermès | T1/T2/T3 | Shilla Payroll | Voucher/Product | $15 voucher per 3 X’mas Sets; Testers for bulk sales | X’mas Sets, Twilly Collection (50ml/85ml), Barénia (30ml/60ml/100ml) |
| Hermès Beauty | All Terminals (Assumed) | Shilla Payroll | Voucher/Product | $30 voucher per 6 Eye/Lip Pencils or Palettes; Testers | Eye Pencil, Lip Pencil, Eyeliner, Eye Shadow Palettes, Mascara |
| Holiday | All Stores | BA & GS | Product | Free testers for SKU sales | Holiday 2024 Hand Cream Duo, Cherry Blossom Collection, Rose Citron Meyer EDT Set, Jumbo Divine Cream & Reset Serum Set |
| Lancaster | All Stores | GS BA | Voucher | $10 voucher per 4 SKUs sold | SUN PROTECTION SKUs (SPF30/50, Body/Kid Sunscreen, Sun Control Stick) |
| Nars | All Stores (Assumed) | Shiseido Group BAs | Voucher | Tiered vouchers: $10 (T1), $50 (T2), $80 (T3) based on sales | All NARS products |

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**Recommendations & Analysis**

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

1. \*\*Cartier’s $5 Cash per Bottle\*\*

* Immediate cash rewards are highly motivating for sales staff, especially with no caps.

1. \*\*Acqua Di Parma’s Tiered Cash Incentives ($2.50–$10 per Bottle)\*\*

* Higher payouts for premium/larger SKUs (e.g., $10 for SIG. SANDALO EDP 180ml) drive upselling.

1. \*\*Diptyque’s $5 Per Item for Bulk Sales\*\*

* Clear, scalable rewards for volume sales (10+ units) encourage staff to prioritize bundles and gift sets.

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

1. \*\*Introduce Tiered Cash Bonuses for High-Margin LVMH Products\*\*

* Offer $6–$12 cash per bottle for LVMH fragrances (e.g., Louis Vuitton, Dior) to outbid Cartier/Acqua Di Parma.

1. \*\*Bundled Incentives for Multi-Product Sales\*\*

* Reward $15–$20 vouchers for selling complementary sets (e.g., perfume + skincare) to counter Diptyque’s bulk incentives.

1. \*\*Instant Rewards for Testers/GWP (Gift-with-Purchase)\*\*

* Allow staff to award testers or miniatures immediately after a sale (like Hermès) to enhance customer experience and drive loyalty.

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

1. \*\*“Earn More for Premium” Campaign\*\*

* Train staff with scripts like: \*“Selling this Dior Privée 100ml earns you $8 instantly—double Cartier’s $5!”\*

1. \*\*Visual Incentive Charts\*\*

* Use comparison tables showing LVMH incentives vs. competitors (e.g., “$12 vs. $10 for Hermès 100ml”).

1. \*\*Gamify Bundle Sales\*\*

* Create a “Daily Bundle Challenge” with leaderboards (e.g., “Sell 3 perfumes + 1 skincare, win a $50 bonus”).