# LVMH Competitor Analysis Report

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**Competitor Sales Incentive Analysis Table**

| **Brand** | **Location of Promotion** | **Eligible Staff** | **Incentive Type** | **Incentive Description** | **Relevant SKUs/Products** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Data incomplete | Not specified | Cash | $2.50–$250 per bottle sold (Needs verification for $250 SKUs). | SKUs: COLONIA EDC 50ml, COLONIA ESSENZA EDC 50ml, SIG. OSMANTHUS EDP 20ml, SIG. OUD EDP 20ml, IBM EDT 100ml/180ml, SIG. EDP 100ml/180ml. |
| Cartier | All terminals | Shilla Payroll staff | Cash | $5 cash per bottle sold. | All Cartier Perfumes. |
| CK/Chloe/Kylie | GS BAAT Wing and Arrival | GS BA | Voucher | $30 voucher per $1,200 CK sales / $1,500 Chloe sales; $10 voucher per 3 Kylie bottles. | CK products (unspecified), Chloe products (unspecified), Kylie Cosmic Fragrance. |
| Diptyque | All stores | BA & GS | Cash | $5 cash per item sold when 10 SKUs are sold. | Diffusers, candles, gift sets, hair mists, hand/body care (e.g., DIPTYQUE PFM Diffuser Roses, COFFRET MINI CANDLES, EAU ROSE EDP + HAIR MIST SET). |
| Drunk Elephant | Terminals 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/Guccicos | Data incomplete | Not specified | Voucher | $10 voucher per 2 focus SKUs sold. | BURBERRY mascara, cushion, eyeshadow; GUCCICOS mascara, blush, lipstick. |
| Fragrance Multibrand | Data incomplete | Not specified | Voucher | $10 voucher per focus SKU sold. | Gift sets (e.g., CK One, Daisy Wild, Atelier des Fleurs, Bloom, Bottled). |
| Hermes (Fragrance) | Terminals 1–3 | Not specified | Voucher + Product | $15 voucher per 3 X’mas sets (capped at $120); 1 tester per 10 X’mas sets. | X’mas sets, Twilly Collection, Barénia. |
| Hermes (Fragrance) | Terminal 4 | Not specified | Voucher + Product | $50 voucher per 10 Hermès fragrances (85ml/100ml); testers for X’mas/Barénia sales. | Hermès fragrances (85ml/100ml), X’mas sets. |
| Hermes Beauty | Data incomplete | Not specified | Voucher + Product | $30 voucher per 6 Eye/Lip Pencils or Eye Shadow Palettes; testers for same. | Eye Pencils, Lip Pencils, Eyeliner, Eye Shadow Palettes, Mascara. |
| Holiday | Data incomplete | All BAs and GS | Data incomplete | Incentives not explicitly stated. | Hand creams, body collections, candles. |
| Lancaster | All stores | Not specified | Voucher | $10 voucher per 4 SKUs sold. | Sunscreen, body care, gift sets (e.g., LANCASTE SKIN SRD AAGE SPF30, SUN CONTROL SEN STHSPF50). |
| Nars | Data incomplete | Shiseido Group BAs | Voucher | Tiered vouchers: $10/$50/$80 for $1k/$3k/$5k sales. | All NARS products (unspecified). |

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**Recommendations & Analysis**

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

1. \*\*Acqua Di Parma’s $250 Cash per Bottle (Needs Verification):\*\* Exceptionally high per-item incentives for specific SKUs (e.g., COLONIA EDC 50ml), which could drive aggressive upselling.
2. \*\*Cartier’s $5 Cash per Bottle:\*\* Simple, immediate cash rewards for all perfume sales, applicable across all terminals.
3. \*\*Diptyque’s $5 Cash per Item Sold (10+ Units):\*\* High per-item payout for volume sales of luxury home fragrances.

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

1. \*\*Tiered Cash Incentives with Verification:\*\*

* Match Acqua Di Parma’s high incentives for strategic LVMH SKUs (e.g., Louis Vuitton fragrances) but implement verification to avoid overspending.
* Example: Offer $150–$200 cash for flagship products, with capped monthly payouts.

1. \*\*Simplified Volume-Based Rewards:\*\*

* Counter Diptyque’s structure with a lower threshold (e.g., $5 cash per 5 units sold) for LVMH candles/beauty sets.
* Bundle complementary products (e.g., perfume + mini candle) to boost basket size.

1. \*\*Hybrid Incentives (Cash + Product Testers):\*\*

* Adopt Hermes’ dual voucher + tester model: $10 cash + 1 tester per 3 bottles sold.
* Testers act as both staff rewards and customer engagement tools.

#### 3. **Ensuring Staff Adoption**

1. \*\*Clarity and Simplicity:\*\*

* Use straightforward metrics (e.g., “$5 cash per bottle”) instead of complex tiered systems. Staff prioritize easy-to-understand rewards.

1. \*\*Immediate Payouts:\*\*

* Emphasize instant cash rewards over vouchers (e.g., “Get $10 in your next paycheck for every Dior Sauvage sold”).

1. \*\*Training with Real Examples:\*\*

* Role-play scenarios: “If you sell 3 Louis Vuitton perfumes today, you earn $15 cash + a tester. Competitors only offer $10 vouchers for 2 items.”
* Highlight LVMH’s brand prestige as a selling advantage to justify higher prices and staff confidence.

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**Note:** Acqua Di Parma’s $250 incentive requires urgent verification. If accurate, LVMH must address it directly to retain staff focus.

# Source Images for Reference

The following images were used as source data for this analysis. An HTML file with all images is included in the download ZIP file for better viewing.

### Image 1: 3f3703ee-1890-4306-8adc-966d4ba2b6ff-Lancaster - Feb 2025.jpeg

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### Image 2: 426e7227-3595-4d01-b3ed-c400dc223fb2-Holiday - Feb 2025.jpeg

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### Image 3: 4c926b12-7fbf-4d32-8357-8728575b2613-Hermes - Feb 2025.jpeg

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### Image 4: 5329afd8-3d24-4936-90b9-211cd4a353a2-Nars - Feb 2025.jpeg

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### Image 5: 65fae419-ab98-4386-8b37-311ad13582e6-Drunk Elephant - Feb 2025.jpeg

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### Image 6: 76b14391-2144-43d3-b764-5cbb8356c509-Hermes Beauty - Feb 2025.jpeg

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### Image 7: 84d27791-24dc-4957-9460-81f1478fbbe3-Fragrance Burberry, Guccicos - Feb 2025.jpeg

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### Image 8: 84f79bfd-3d5f-46b3-9fb3-edd60bee357c-Fragrance Multibrand - Feb 2025.jpeg

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### Image 9: 8d0fb417-8fb7-416e-8506-641e03f5bd22-Diptyque - Feb 2025.jpeg

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### Image 10: 93d5118f-4cc5-4bef-bae6-fc59811521cf-CK, Chloe, Kylie - Feb 2025.jpeg

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### Image 11: df87f4f6-1024-4d1c-ad4d-e1bb89037f36-Acqua Di Parma - Feb 2025.jpeg

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### Image 12: f1b5992d-961a-4abf-a99e-8072a7d89600-Cartier - Feb 2025.jpeg

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