# LVMH Competitor Analysis Report

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**Competitor Incentive Analysis Table**

| **Brand** | **Location of Promotion** | **Eligible Staff** | **Incentive Type** | **Incentive Description** | **Relevant SKUs/Products** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Not specified | Not specified | Cash | Cash incentives per bottle sold ranging from $2.50 to $250 (Needs verification). Includes tiered rewards for specific sizes (e.g., $4 for 100ml, $6 for 180ml). | SKUs: 1166113000001, 1166113000003, 1166113000040, 1166113000082, 1166113000147, 1166113000084, 1166113000086, 1166113000050, 1166113000092, 1166113000094, 166113000126, 166113000159, 166113000194, 166113000222, 166113000228, 166113000223, 166113000224, 166113000247, 166113000225, 166113000227, 166113000002, 1166113000004, 1166113000041, 1166113000083, 166113000148, 1166113000233, 1166113000237, 166113000239, 166113000235, 166113000231, 166113000249, 1166113000085, 1166113000087, 166113000091, 166113000102, 1166113000093, 1166113000095, 166113000127, 166113000160, 1166113000195, 166113000205. |
| Burberry | Not specified | Not specified | Voucher | $10 voucher for every 2 focus SKUs sold. Includes Burberry makeup products. | SKUs: 095611000921, 095611000927, 095611000928, 095611000929, 095611000930, 095611000931. |
| Calvin Klein (CK) | GS BAAT Wing and Arrival | Shilla | Voucher | $30 voucher for every $1,200 sold. | Not specified. |
| Cartier | All terminals | Shilla Payroll | Cash | $5 cash per bottle sold. | Not specified. |
| Chloe | GS BAAT Wing and Arrival | Shilla | Voucher | $30 voucher for every $1,500 sold. | Not specified. |
| Diptyque | All stores | BA & GS | Cash | $5 cash per item sold when 10 units are sold. | SKUs: 064113000562, 064113000625, 064113000626, 064113000697, 064113000723, 064113000724, 064113000725, 064113000726, 064113000745, 064113000337, 064113000729, 064113000675, 064113000622, 064112000112, 064113000108, 064113000110, 064113000419, 064113000031, 064113000025, 064113000018, 064113000420, 064113000113, 064113000127, 064113000524, 064113000619, 064113000614, 064113000613, 064113000646, 064113000754, 064113000755, 064112000134, 064112000133, 064113000756, 064113000426, 064112000108, 064113000774. |
| Drunk Elephant | Terminals 1, 2, 3 | Shiseido Group BAs | Voucher | $10 voucher per $600 sales or per 5 sets of Lippe Balm sold. | SKU: 42801673101 (LIPPE BALM REFORM). |
| Fragrance Multibrand | Not specified | Not specified | Voucher | $10 voucher per focus SKU sold. Includes multi-brand sets (e.g., CK One, Gucci Bloom, Tiffany). | SKUs: 199350198240, 199350198245, 199350198273, 199350197712, 199350197702, 199350197703, 199350197705, 199350195360, 199350200727, 199350200719, 199350196732, 199350199166, 199350199179, 199350199173, 199350199182, 99350199174, 99350198144, 199350198117, 99350198119, 199350198369, 199350198121, 199350200123, 199350200128, 199350200130, 199350200139, 199350207261, 99350199448, 199350199447. |
| Guccicos | Not specified | Not specified | Voucher | $10 voucher for every 2 focus SKUs sold. Includes Guccicos makeup products. | SKUs: 202611000302, 202611000301, 202611000298, 202611000300, 202611000299. |
| Hermes (Beauty) | Not specified | Not specified | Voucher | $30 voucher per 6 Eye/Lip Pencils or Eye Shadow Palettes sold (capped at $120). | Eye/Lip Pencils, Eyeliner, Eye Shadow Palettes, Mascara. |
| Hermes (Beauty) | Not specified | Not specified | Product | 1 beauty tester per 6 Eye/Lip Pencils or Eye Shadow Palettes sold. | Eye/Lip Pencils, Eyeliner, Eye Shadow Palettes, Mascara. |
| Hermes (Fragrance) | T1-T3 | Not specified | Voucher | $15 voucher per 3 X’mas sets sold (capped at $120). | X’mas Sets. |
| Hermes (Fragrance) | T4 | Not specified | Voucher | $50 voucher per 10 sales of 85ml/100ml fragrances (capped at $100). | 85ml/100ml fragrances. |
| Hermes (Fragrance) | T1-T3, T4 | Not specified | Product | 1 tester per 10 X’mas sets sold or 10 Barénia bottles sold. | X’mas Sets, Barénia. |
| Kylie | GS BAAT Wing and Arrival | Shilla | Voucher | $10 voucher per 3 bottles sold. | Not specified. |
| Lancaster | All stores | Shilla | Voucher | $10 voucher per 4 SKUs sold. | SKUs: 088210000012, 088210000013, 088210000014, 088210000015, 088210000016, 088210000017, 088210000018, 088210000019, 088210000024, 088210000025, 088210000026, 088210000027, 088211000012. |
| Nars | Not specified | Shiseido Group BAs | Voucher | Tiered vouchers: $10 for $1,000 sales, $50 for $3,000 sales, $80 for $5,000 sales. | Not specified. |

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**Recommendations & Analysis**

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

1. \*\*Acqua Di Parma’s High Cash Incentives\*\*: Offers up to $250 per bottle (needs verification) and tiered rewards for larger sizes. This direct cash payout is highly motivating for sales staff.
2. \*\*Hermes T4’s $50 Voucher for Bulk Sales\*\*: Provides $50 for every 10 high-margin fragrances sold, capped at $100. This encourages upselling larger sizes.
3. \*\*Diptyque’s $5 Cash Per Item Sold\*\*: Simple, frequent cash rewards for hitting volume targets (10 units).

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

1. \*\*Tiered Cash Incentives\*\*: Match Acqua Di Parma’s structure but with verified, sustainable payouts (e.g., $5–$20 per bottle based on product margin). Highlight immediate rewards over vouchers.
2. \*\*Bundled Rewards for Premium Products\*\*: Compete with Hermes by offering higher cash or luxury product testers (e.g., deluxe samples) for selling high-value items (e.g., 100ml perfumes).
3. \*\*Simplified Volume Bonuses\*\*: Adopt Diptyque’s model with cash bonuses for hitting small, frequent targets (e.g., $3–$8 per item sold).

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

1. \*\*Clarity and Transparency\*\*: Use straightforward metrics (e.g., “$10 cash per bottle”) to avoid confusion. Ensure payouts are immediate (e.g., added to payroll weekly).
2. \*\*Training on Product Margins\*\*: Train staff to prioritize high-margin items tied to incentives. For example, “Selling this $300 perfume earns you $15 instantly.”
3. \*\*Competitive Benchmarking\*\*: Share comparisons (e.g., “Our $15/bottle incentive vs. competitors’ $10 vouchers”) to demonstrate superior earning potential.

# Source Images

The following source images were analyzed for this report and are directly embedded below.

### Image 1: 04e65a05-293d-443d-9ffc-fd55303ed67d-Acqua Di Parma - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 2: 354bdb79-9bdf-43b2-917f-f2b7fe74df3b-Drunk Elephant - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 3: 7f8dc082-b4af-465c-b09d-151515eeb5fd-Fragrance Burberry, Guccicos - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 4: 86bfce5a-8886-40ce-b085-3306e581a2fe-CK, Chloe, Kylie - Feb 2025.jpeg

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### Image 5: af18e395-3148-4f9e-9bb4-6da267d272b6-Fragrance Multibrand - Feb 2025.jpeg

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### Image 6: b02fcb8d-5641-4ec1-9885-632515cd21fc-Diptyque - Feb 2025.jpeg

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### Image 7: c987b690-e9db-432a-9337-53d856656443-Holiday - Feb 2025.jpeg

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### Image 8: d16045c6-f8ca-4f81-8e6d-cfab2603a05e-Hermes Beauty - Feb 2025.jpeg

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### Image 9: dc360319-e533-402a-8720-a902bdc645fa-Lancaster - Feb 2025.jpeg

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### Image 10: ebd45b38-20aa-4682-8f86-24693d71d407-Hermes - Feb 2025.jpeg

Images are embedded in a companion HTML file for higher quality viewing.

### Image 11: f7ddcf10-bfdd-4e9a-a32f-95774d6bf839-Cartier - Feb 2025.jpeg

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### Image 12: f973843d-f55b-439b-a682-8b560244fd34-Nars - Feb 2025.jpeg

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A file with all embedded source images has been created at: /Users/jovin/lvmh-competitor-analysis/uploads/a9060553-e0e7-43ca-b347-d9cda027d005/embedded\_images.html