# LVMH Competitor Analysis Report

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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 | Data incomplete | Shilla Payroll (likely) | Cash | $2.50–$250 per bottle sold (Needs verification for $250 SKUs) | SKUs listed (e.g., COLONIA EDC SO ML, SIG. OSMANTHUS EDP 20 ML, etc.) |
| Burberry | Data incomplete | Data incomplete | Voucher | $10 voucher for every 2 focus SKUs sold (Festive Limited Edition makeup items) | BURBERRY MAKE B/VOLUME MASCARA 01 BLACK, GUCCICOS MAKE EYE PL LE24, etc. |
| Cartier | All terminals | Shilla Payroll | Cash | $5 cash per bottle of Cartier perfume sold | All Cartier perfumes |
| Chloe | GS BAAT Wing and Arrival | BA & GS | Voucher | $30 voucher for every $1,500 Chloe products sold | Not specified |
| CK | GS BAAT Wing and Arrival | BA & GS | Voucher | $30 voucher for every $1,200 CK products sold | Not specified |
| Diptyque | All stores | BA & GS | Cash | $5 per item sold (credited to payroll) for every 10 SKUs sold | Diffusers, candles, sets (e.g., DIPTYQUE PFM Diffuser Roses, COFFRET MINI CANDLES) |
| Drunk Elephant | Terminals 1, 2, 3 | Shiseido Group BAs | Voucher | $10 voucher per $600 sales achievement; $10 voucher for every 5 Lippe Balm sets sold | LIPPE BALM REFORM 3.7g |
| Fragrance PM | Data incomplete | Data incomplete | Voucher | $10 voucher per focus SKU sold (XM24 sets) | CK One, Chloe EDP sets, Daisy Wild, etc. |
| Hermes (Fragrance) | Terminals 1–3, T4 | Data incomplete | Voucher/Product | T1–T3: $15 voucher per 3 X’mas sets; T4: $50 voucher per 10 fragrances; testers | X’mas Sets, Twilly Collection, Barénia |
| Hermes (Beauty) | Data incomplete | Data incomplete | Voucher/Product | $30 voucher per 6 eye/lip pencils or palettes sold; testers | Eye Pencil, Lip Pencil, Eyeliner, Eye Shadow Palettes |
| Kylie | GS BAAT Wing and Arrival | BA & GS | Voucher | $10 voucher for every 3 Kylie Cosmic Fragrance bottles sold | Not specified |
| Lancaster | All stores | Data incomplete | Voucher | $10 voucher for every 4 SKUs sold | SUN PROTECTION, BODY SPF, KID SPF, etc. |
| NARS | All locations | Shiseido Group BAs | Voucher | Tiered vouchers: $10 (T1), $50 (T2), $80 (T3) based on $1k/$3k/$5k sales | Not specified |

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**Recommendations & Analysis**

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

1. \*\*Acqua Di Parma’s $250 Push Money (Needs Verification):\*\*

* If accurate, this is exceptionally high compared to industry norms (typically $2–$20 per item). Likely a data entry error, but if valid, it would dominate staff focus.

1. \*\*Cartier’s $5 Cash Per Bottle:\*\*

* Simple, immediate cash rewards with no caps or thresholds. Easy to understand and appealing for high-volume sellers.

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

* Rewards bulk sales with direct payroll credits, incentivizing staff to push multiple units.

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

1. \*\*Tiered Cash Incentives for High-Value SKUs:\*\*

* Offer escalating cash rewards for selling LVMH’s high-margin products (e.g., $10 cash for 1 bottle, $25 for 3). This outperforms Cartier’s flat $5 rate.

1. \*\*Combined Volume + Product Rewards:\*\*

* Pair cash incentives with exclusive product testers (e.g., “Sell 5 Dior Sauvage EDT 100ml, get $50 + a limited-edition tester”). Combats Hermes’ tester-driven strategy.

1. \*\*Simplified Voucher Thresholds:\*\*

* Replace complex tiered systems (e.g., NARS) with straightforward rewards (e.g., “$20 voucher per $1,000 sold”). Reduces confusion and increases transparency.

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

1. \*\*Clarity Over Complexity:\*\*

* Train staff with clear, one-sentence explanations (e.g., “Sell 3 bottles, earn $30 cash today”). Avoid multi-tiered or capped incentives that require mental calculation.

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

* Highlight instant rewards (e.g., daily cash bonuses) versus competitors’ delayed vouchers or payroll credits.

1. \*\*Competitive Benchmarking:\*\*

* Share side-by-side comparisons (e.g., “Cartier pays $5 per bottle; we pay $8”). Use visual aids in staff areas to reinforce advantages.

# Source Images

The following images were used as source data for this analysis and are included for reference to verify the accuracy of the extracted information.

### Image 1: 0568af7c-3c4d-43af-8384-00da0a8fe9e6-Holiday - Feb 2025.jpeg

![0568af7c-3c4d-43af-8384-00da0a8fe9e6-Holiday - Feb 2025.jpeg](data:None;base64,)

### Image 2: 17e4c96d-5996-4c8c-ab1a-3e14a6a3d343-Acqua Di Parma - Feb 2025.jpeg

![17e4c96d-5996-4c8c-ab1a-3e14a6a3d343-Acqua Di Parma - Feb 2025.jpeg](data:None;base64,)

### Image 3: 193a3d7d-5da4-4a22-ad0e-78fc8431684b-Hermes Beauty - Feb 2025.jpeg

![193a3d7d-5da4-4a22-ad0e-78fc8431684b-Hermes Beauty - Feb 2025.jpeg](data:None;base64,)

### Image 4: 1cfbbcbe-c466-48b6-8625-ee3a592d50a5-Diptyque - Feb 2025.jpeg

![1cfbbcbe-c466-48b6-8625-ee3a592d50a5-Diptyque - Feb 2025.jpeg](data:None;base64,)

### Image 5: 382320b0-dcf5-4956-8ccb-8a78ffcf37e3-Drunk Elephant - Feb 2025.jpeg

![382320b0-dcf5-4956-8ccb-8a78ffcf37e3-Drunk Elephant - Feb 2025.jpeg](data:None;base64,)

### Image 6: 42dbac24-4933-457c-8da4-5cd68a87d412-Cartier - Feb 2025.jpeg

![42dbac24-4933-457c-8da4-5cd68a87d412-Cartier - Feb 2025.jpeg](data:None;base64,)

### Image 7: 52bd2923-6a15-4c88-8daa-4ef20ad44d41-Nars - Feb 2025.jpeg

![52bd2923-6a15-4c88-8daa-4ef20ad44d41-Nars - Feb 2025.jpeg](data:None;base64,)

### Image 8: 7406a116-162b-4e54-91e3-ccef4ad8e5f7-Fragrance Burberry, Guccicos - Feb 2025.jpeg

![7406a116-162b-4e54-91e3-ccef4ad8e5f7-Fragrance Burberry, Guccicos - Feb 2025.jpeg](data:None;base64,)

### Image 9: aeb15794-0061-4642-8f1f-88abd96ec003-Hermes - Feb 2025.jpeg

![aeb15794-0061-4642-8f1f-88abd96ec003-Hermes - Feb 2025.jpeg](data:None;base64,)

### Image 10: aeb1e177-2776-404e-8c62-e41cd4fdcb4c-Lancaster - Feb 2025.jpeg

![aeb1e177-2776-404e-8c62-e41cd4fdcb4c-Lancaster - Feb 2025.jpeg](data:None;base64,)

### Image 11: c4f6f2cb-549d-40d8-b0e4-7a276d3991d6-Fragrance Multibrand - Feb 2025.jpeg

![c4f6f2cb-549d-40d8-b0e4-7a276d3991d6-Fragrance Multibrand - Feb 2025.jpeg](data:None;base64,)

### Image 12: c7c63581-2a84-441c-ae71-e72d1a7a70cc-CK, Chloe, Kylie - Feb 2025.jpeg

![c7c63581-2a84-441c-ae71-e72d1a7a70cc-CK, Chloe, Kylie - Feb 2025.jpeg](data:None;base64,)