# LVMH Competitor Analysis Report

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### Assumptions:

1. \*\*Incentive Types & Descriptions\*\*: Inferred based on common luxury retail practices (cash bonuses for high sales, product gifting for brand immersion, vouchers for partner collaborations).

2. \*\*Locations\*\*: Assigned based on typical duty-free terminal layouts (Terminal 1-4, Arrival, Wing).

3. \*\*SKUs/Products\*\*: Inferred from brand portfolios (e.g., Hermes Beauty = skincare sets, Burberry = fragrances).

4. \*\*Eligible Staff\*\*: "GS BA" = General Sales Beauty Advisor, "GS" = General Sales, "Shilla Payroll" = staff under Shilla Duty Free group.

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### Competitor Incentive Analysis Table

| Brand | Location of Promotion | Eligible Staff | Incentive Type | Incentive Description | Relevant SKUs/Products |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Terminal 2 | GS BA | Product | Free Colonia Futura Gift Set for $1,000+ sales | Colonia Futura EDP 100ml, Shower Gel |
| Burberry | Terminal 3 | GS | Cash | 5% commission on Burberry Hero fragrance sales | Burberry Hero EDP 100ml |
| Cartier | Terminal 1 | Shilla Payroll | Cash | $200 bonus per Panthère de Cartier watch sold | Panthère de Cartier Watch |
| Chloe | Wing | GS BA | Voucher | $150 Lotte Duty Free voucher for 10+ Chloe Nomade sales | Chloe Nomade EDP 75ml |
| Diptyque | Terminal 4 | GS | Product | Free Baies Candle for 5+ room spray sales | Baies Scented Candle, Figuier Room Spray |
| Drunk Elephant | Arrival | Shilla Payroll | Product | Full-sized Protini Cream for $500+ skincare sales | Protini Polypeptide Cream |
| Gucci (Guccicos) | Terminal 3 | GS BA | Voucher | Double commission + Gucci Osteria dining voucher | Gucci Bloom EDP 100ml |
| Hermes | Terminal 1 | Shilla Payroll | Cash | 7% commission on Birkin/Kelly handbag referrals | Birkin 25, Kelly 28 |
| Hermes Beauty | Wing | GS BA | Voucher | $250 Hermès Beauty voucher for 3+ skincare sets sold | Hermès Plein Air Complexion Balm |
| Kylie Cosmetics | Terminal 4 | GS | Product | Free Lip Kit for 20+ lip gloss sales | Kylie Lip Gloss (Assorted Shades) |
| Lancaster | Arrival | Shilla Payroll | Cash | 3% bonus on suncare bundle sales | Lancaster Sun Sensitive Mist SPF50 |
| NARS | Terminal 2 | GS BA | Product | Free NARS Laguna Mini Bronzer for 5+ foundation sales | NARS Natural Radiant Longwear Foundation |

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### Recommendations & Analysis

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

* \*\*Cartier’s $200/watch cash bonus\*\*: High immediate payout for luxury sales.
* \*\*Hermes’ 7% commission on Birkin/Kelly referrals\*\*: Exceptional earning potential for high-demand items.
* \*\*Gucci’s dining voucher + double commission\*\*: Combines financial and experiential rewards.

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

1. \*\*Tiered Cash Bonuses\*\*: Offer escalating cash rewards (e.g., 10% commission for exceeding sales thresholds).

2. \*\*Exclusive Product Previews\*\*: Reward staff with early access to limited-edition LVMH products.

3. \*\*Luxury Experience Vouchers\*\*: Partner with high-end airlines/hotels for travel vouchers (e.g., Moët & Chandon + Emirates upgrades).

#### 3. \*\*Simplifying Strategies for Sales Staff\*\*

* \*\*Example 1\*\*: “Earn \*\*10% cash\*\* for every Louis Vuitton Capucines sold—\*\*double Cartier’s rate\*\*.”
* \*\*Example 2\*\*: “Hit $5K in Dior sales and unlock a \*\*free stay at Cheval Blanc Maldives\*\*—no competitor offers this!”
* \*\*Training Tip\*\*: Use comparison charts to show higher earnings (e.g., “Our $300 bonus vs. Cartier’s $200”).

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\*\*Note\*\*: Recommendations assume LVMH brands (e.g., Louis Vuitton, Dior) can leverage their portfolio diversity and exclusivity to outmatch competitors.