# 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** | **SKUs/Products** |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Not specified | Not specified | Cash | $2.50–$250 per bottle sold (Needs verification for $250). | COLONIA EDC 50ml ($250), COLONIA ESSENZA EDCSO 50ml ($250), COLONIA PURA 50ml ($2.50), SIG. OSMANTHUS EDP 20ml ($2.50), 100ml/180ml fragrances ($4–$10). |
| Cartier | All terminals | Shilla Payroll | Cash | $5 per bottle of Cartier Perfume sold. | All Cartier Perfumes. |
| CK | GS BAAT Wing & Arrival | Shilla staff | Voucher | $30 voucher per $1,200 CK sales. | Not specified. |
| Chloe | GS BAAT Wing & Arrival | Shilla staff | Voucher | $30 voucher per $1,500 Chloe sales. | Not specified. |
| Diptyque | All stores | BA & GS | Cash | $5 per item sold (earned after 10 units sold). | Diffusers, candles, sets (e.g., DIPTYQUE PFM Diffuser Roses, NEW HOURGLASS 2.0 BAIES, EAU CAPITAL HAIR MIST 30ml). |
| Drunk Elephant | Terminals 1–3 | Shiseido Group BAs | Voucher | $10 voucher per $600 sales; $10 voucher per 5 Lippe Balm sets sold. | Lippe Balm Reform 3.7g. |
| Fragrance (Burberry/Guccicos) | Not specified | Not specified | Voucher | $10 voucher per 2 focus SKUs sold. | Burberry makeup (e.g., MASCARA 01 BLACK, CUSHION 20 FC LE24); Guccicos makeup (e.g., EYE PL LE24 4 FESTI GLOW, MATTE LS 505 JANET RUST). |
| Fragrance Multibrand | Not specified | Not specified | Voucher | $10 voucher per focus SKU sold. | Multibrand sets (e.g., CK One EDT200+EDT50, Daisy Wild EDP50+PS10, Hero EDT100+SG75). |
| Hermes (Fragrance) | T1/T2/T3 | Not specified | Voucher | $15 voucher per 3 X’mas sets (capped at $120); $50 voucher per 10 fragrances (T4). | X’mas Sets, Twilly Collection (50ml/85ml), Barénia (30ml/60ml/100ml). |
| Hermes (Fragrance) | T1/T2/T3 | Not specified | Product | 1 tester per 10 X’mas sets sold; 1 Twilly tester per 6 Twilly sales. | Testers (vendor’s choice). |
| Hermes (Beauty) | Not specified | Not specified | Voucher | $30 voucher per 6 Eye/Lip Pencils or Eyeshadow Palettes sold (capped at $120). | Lip Pencil, Eye Pencil, Eyeliner, Eyeshadow Palettes. |
| Hermes (Beauty) | Not specified | Not specified | Product | 1 tester per 6 Eye/Lip Pencils or Eyeshadow Palettes sold. | Testers (vendor’s choice). |
| Kylie | GS BAAT Wing & Arrival | Shilla staff | Voucher | $10 voucher per 3 Cosmic Fragrance bottles sold. | Kylie Cosmic Fragrance. |
| Lancaster | All stores | Shilla staff | Voucher | $10 voucher per 4 SKUs sold. | SUN PROTECTION SPF30–SPF50 products (e.g., SKIN SRD AAGE SPF30 100ML, SUN CONTROL SEN STHSPF50). |
| Nars | Not specified | Shiseido Group BAs | Voucher | Tiered vouchers: $10 (T1: $1k sales), $50 (T2: $3k sales), $80 (T3: $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)\*\*

* High per-bottle cash incentives (if valid) would strongly motivate staff to prioritize sales of specific SKUs.

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

* Simple, immediate cash rewards for every sale, applicable across all terminals.

1. \*\*Nars’ Tiered Vouchers\*\*

* Scalable rewards ($10–$80) incentivize consistent performance and larger transactions.

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

1. \*\*Offer Higher Immediate Cash Incentives\*\*

* Beat Cartier’s $5/bottle with $6–$8 cash for key LVMH fragrances.

1. \*\*Bundle High-Margin Products with Testers\*\*

* Match Hermes’ tester strategy by offering exclusive minis or samples for bulk sales.

1. \*\*Tiered Rewards for Loyalty\*\*

* Introduce escalating incentives (e.g., $15–$100 vouchers) for hitting monthly sales tiers.

#### 3. **Ensuring Strategies Are Actionable for Staff**

1. \*\*Simplify Structures\*\*

* Avoid complex mechanics (e.g., Diptyque’s 10-unit threshold). Use flat rates or small thresholds (e.g., “$10 cash per bottle”).

1. \*\*Prioritize Visibility\*\*

* Highlight top-performing SKUs with clear signage (e.g., “Earn $8 cash for every Sauvage sold”).

1. \*\*Training on Direct Comparisons\*\*

* Equip staff with talking points: “Our $8/bottle incentive beats Cartier’s $5—you earn more here!”

# Source Images for Reference

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

### Image 1: 0babce24-bb2d-46a5-9426-f4b53f8ea28d-Fragrance Multibrand - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 2: 2b221ebc-bc96-4ea5-815b-22d7a3be9bc7-Acqua Di Parma - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 3: 2f17aabd-4cc2-45e5-be36-c28729395ecd-Diptyque - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 4: 5e70d78f-39f2-4d3b-b5c7-be67a0aa1a81-Holiday - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 5: 6ec09cf4-c270-4881-9566-3b8085aadbab-CK, Chloe, Kylie - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 6: 843eaf43-dfa9-4ff4-9360-2deea38589e4-Hermes - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 7: 8d769605-c1e6-4700-8b4a-abfe8b456055-Fragrance Burberry, Guccicos - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 8: 9b3bf70d-db0e-42d2-b23b-15d0149057cd-Lancaster - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 9: ba6a6a57-a5d0-48e2-ad7e-8184872527c5-Cartier - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 10: bd9960ef-3267-408d-acba-e1070aa099a1-Nars - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 11: cd6f0387-1b37-4bb2-a668-964b1b1493ca-Hermes Beauty - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.

### Image 12: dd64c033-cd52-4eec-9a14-43dab3c2a27b-Drunk Elephant - Feb 2025.jpeg

This image can be found in the 'uploads/c4b708e6-4d4e-4323-b96c-a404777cdb58' directory.