# LVMH Competitor Analysis Report

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Since the provided images are unreadable/unprocessable, I'll create a hypothetical analysis based on common luxury retail/duty-free incentive structures & brand positioning. Assumptions will be noted with \*.

### Competitor Incentive Analysis Table

| Brand | Location of Promotion | Eligible Staff | Incentive Type | Incentive Description\* | Relevant SKUs/Products\* |
| --- | --- | --- | --- | --- | --- |
| Acqua Di Parma | Terminal 3 Departures | GS BA | Product | Free Colonia Futura gift set for every 5 sold | COLONIA FUTURA EDP 100ml, Shaving Kit |
| Cartier | Terminal 1 Luxury Hall | Shilla Payroll | Cash | 10% commission bonus for Trinity ring sales above €5k/day | Trinity Classic Rings, Trinity Ruban Collection |
| Chloe | Terminal 2 | GS | Voucher | €50 Airport Shopping Voucher per Atelier des Fleurs fragrance sale | Atelier des Fleurs Line (e.g., Magnolia Alba, Cedrus) |
| Diptyque | Terminal 4 | Contract Staff | Product | Free 190g Baies Candle for hitting weekly sales targets | Baies Candle, Limited Edition Holiday Sets |
| Drunk Elephant | Arrival Stores | All Staff | Cash | 8% commission boost on Protini Cream during promotion period | Protini Powerpeptide Resurf Serum, Bronzi Drops |
| Hermes | Wing Zone | Senior BA Only | Voucher | €300 Brand Credit (internal use) for selling 2 Kelly watches | Kelly Watch, Cape Cod Models |
| Hermes Beauty | Terminal 3 Beauty Hall | GS BA | Product | Exclusive Rouge Hermes lipstick case with 10 lipstick sales | Rouge Hermes Satins, Limited Edition Cases |
| Lancaster | Terminal 4 | Shilla Payroll | Cash | 5% bonus on Advanced Genifique sales | Advanced Genifique Youth Serum, UV Expert Aqua Gel |
| Nars | Terminal 1 Beauty | Contract Staff | Voucher | 2x Duty-Free Discount Passes (15% off) for meeting foundation sales goals | Light Reflecting Foundation, Climax Mascara |

\*Assumptions:

1. Locations follow major duty-free terminal layouts

2. SKUs inferred from brand hero products

3. Cash incentives tied to luxury's standard 5-15% commission ranges

4. Vouchers structured to drive cross-selling

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### Recommendations & Analysis

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

a) Cartier's 10% cash bonus (high-value, immediate payout)

b) Hermes' €300 internal credit (exclusivity appeal)

c) Drunk Elephant's 8% commission boost (stackable earnings)

\*\*2. Competing Strategies\*\*

a) \*\*Tiered Cash Bonuses\*\*: Offer 12% commission on key LVMH products (e.g., Dior Sauvage) for sales above €7k/week

b) \*\*Experiential Vouchers\*\*: Replace generic vouchers with "VIP Fragrance Masterclass" access for every 3 perfume sales

c) \*\*Collectible Product Incentives\*\*: Create limited-edition Louis Vuitton travel kits only available to top 10% performers monthly

\*\*3. Staff Communication Plan\*\*

* \*\*Comparison Charts\*\*: Visually show how LVMH incentives exceed competitors (e.g., "12% vs 10% cash bonus")
* \*\*Success Stories\*\*: Share testimonials like "BA Marie earned €500 extra with our tiered system vs old flat rate"
* \*\*Instant Gratification\*\*: Structure rewards to payout weekly instead of monthly like competitors

\*Rationale\*: Luxury staff prioritize 1) earning potential, 2) brand prestige, and 3) gamification. LVMH can dominate by combining higher cash payouts with exclusive experiences that leverage its brand equity.