

Presentation and defense



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"Believe in wonders"

B V L G A R I

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Introduction

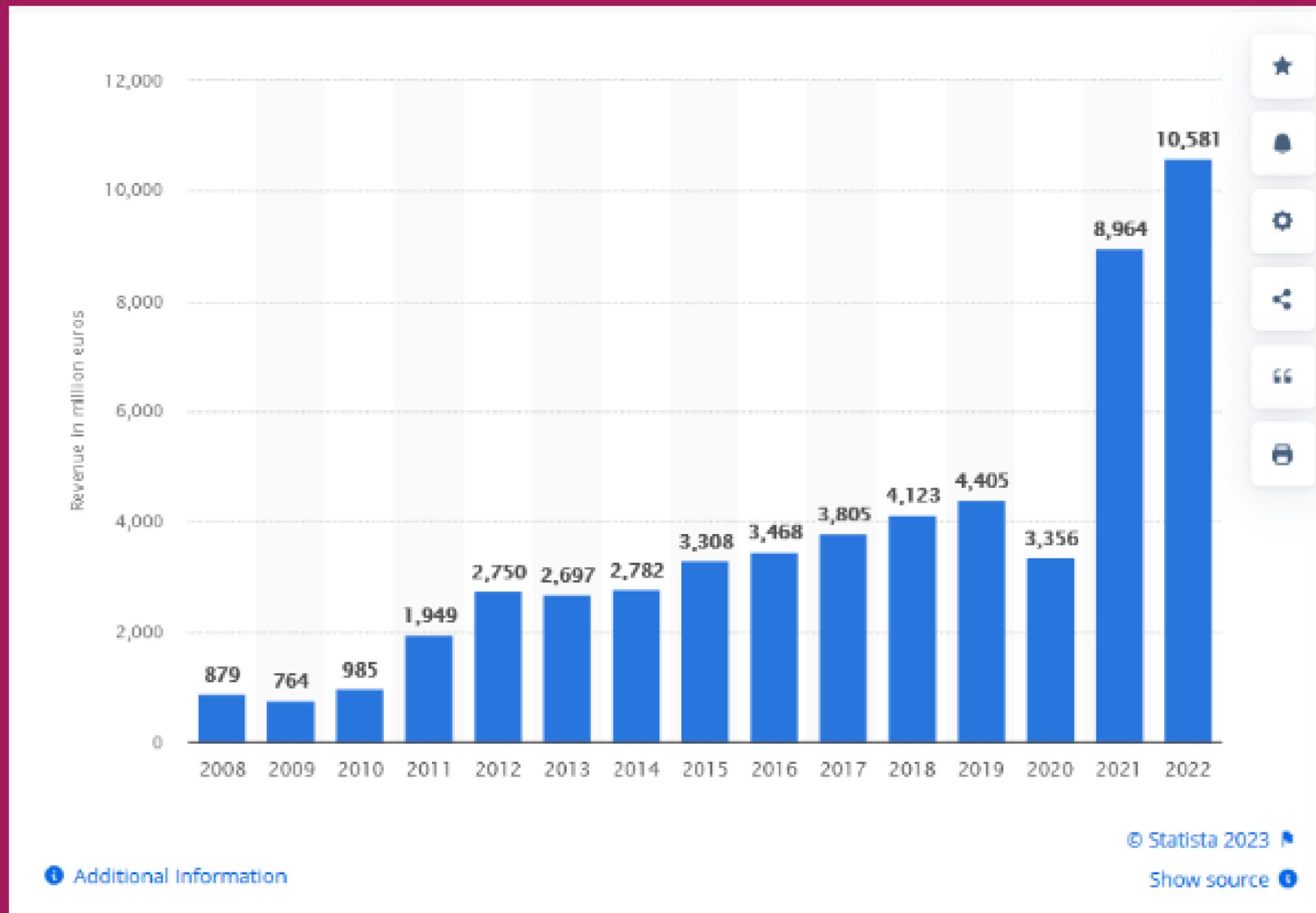
Enabling the company to benefit from greater stability

To increase the number of local customers

Reduce external impact on the shop



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Global revenue of LVMH Group's watches and jewelry segment from 2008 to 2022

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Research question

How to recruit and retain local customers at the Bvlgari shop located in Place Vendôme?

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Results

impact of the external and internal environment

local customers = 24 % of April's turnover

importance of increasing the number of local customers

Some actions can be taken:

- elevate the customer experience
- increase the brand awareness and desirability
- develop the after-sales service

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Recommendations



Experts workshops

- stimulate customer loyalty
- drive to store actions
- brand awareness
- customer experience

Elevate the customer service

- customer experience
- increase the retention
- identify possible needs
- customer service from A to Z

Collaborations & partnerships

- customers recruitment
- portfolio expansion
- + visibility
- drive to store actions

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Implementation of recommendations

Experts workshops

Some actions have already been taken, different workshops are planned.

Elevate the customer service

Different actions were taken already. The managers are implementing several activities

Collaborations & partnerships

Some collaborations and partnerships have already been made, project in development

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Professional product

NEWSLETTER

AVRIL 2023

ARTS CLASSIQUES

| | |
|---|-----------------------|
| 1. Musée du LOUVRE / expo Naples à Paris | 7/06/2023-08/01/2024 |
| 2. Musée JACQUEMART-ANDRÉ / expo Bellini | 03/03/2023-17/07/2023 |
| 3. Musée Nissim de Camondo / expo Doucet et Camondo | 16/03-03/09/2023 |
| 4. Musée d'ORSAY / expo Manet-Degas | 28/03-23/07/2023 |
| 5. Musée MARMOTTANT (Impressionnisme) | 08/03-18/06/2023 |
| 6. Musée de l'ORANGERIE / expo Matisse | jusqu'au 29/05/2023 |
| 7. Musée HOTEL DE LA MARINE / Collection Al-Thani ★ | jusqu'au 7/05/2023 |
| 8. Fine Arts & la Biennale PARIS | 21-26/11/2023 |
| 9. Fondation Custodia ★ | 25/02-14/05/2023 |
| 10. Ecole Van Cleef and Arpels ★ | jusqu'au 14/04/2023 |

ARTS MODERNES

| | |
|---|------------------------|
| 1. Musée D'art moderne de Paris MAM | |
| 2. Musée des Arts Décoratifs MAD | |
| 3. Fondation LOUIS VUITTON / expo Basquiat x Warhol | 05/04/2023- 28/08/2023 |
| 4. Bourse du Commerce / Collection Pinault | jusqu'au 11/09/2023 |
| 5. L'atelier des Lumières | |

ARTS ASIATIQUES

| | |
|--|------------------|
| 1. Musée National d'Arts asiatiques GUIMET / expo Hiroshige, voyage au Japon | 15/02-29/05/2023 |
| 2. Musée d'Arts asiatiques CERNUSCHI / expo Kim Tschang-Yeul : La goutte et le trait | 14/04-30/07/2023 |

★ Bientôt finis

List of museums, activities to do in Paris & the surroundings

enhance the customer experience

tool used in the sales process

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SAFE

Suitable

- Elevate the customer experience
- Help in the customer retention

Acceptable

- Prepared on demand
- Aligned with the strategy
- approved by the team and managers

Feasible

- low risks implied
- almost no resources needed

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"The sales advisors need to know what is happening in Paris, to show they have cultural knowledge. It creates a connection and sustain the relationship"

(Ms F.Choi, personal conversation)

"It's important to feed advisers with general culture and news. It gives them something to talk about with their customers."

(Mr F. Brault, personal conversation)

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Implementations/feedback



The project has already been implemented

"Congratulations to Camille & Laurent for this synthetic document , very useful"

(A.Delorme, sales advisor)

"Very good job, thanks "

(A.De La Chaussée, deputy manager)

"It is great, extremely interesting!"

(C.Avella, Back office)

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COLORE

DARE THE
IMPOSSIBLE

"Those who follow the others never go before them, and I, for sure, would never have placed myself in this profession with the aim of being only a copyist"

Francesco Borromini

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