

# PROFESSIONAL PRODUCT

BVLGARI

**Camille Le Bas**  
**80298**

As a professional product, it has been decided to use the Newsletter that has been designed and created. It is part of a project about culture. It is linked to the main research question which is how to recruit and retain local customers at the shop located in Place Vendôme in Paris.

The aim of this project is to attract more people and satisfy a possible need, to know what could be done and seen in Paris and the surroundings. It has been observed that many customers local or not, are willing to do more activities and discover what Paris has to offer. Therefore, this project is a tool that will be used among the team of sales advisors. The luxury industry sets itself apart from the other industries as one of its main differences is the customer experience that is offered and proposed. Indeed, it is a must to satisfy any needs and desires a customer could express. The level of customer experience is very high and therefore the competition among the different brands is stiff. Creativity and innovation are the keys to success and durability.

Local customers expect more than an ordinary customer experience, this is why this newsletter will be very helpful. In fact, it provides the sales advisors with general culture, knowledge of arts and things to see in Paris which can be shared with the customers. Furthermore, it gives them thematic and possible themes of conversation which is super important during the sales processes as seen during the interviews. It can be sometimes hard to keep the conversation going, especially with local customers because you cannot use the origin and their trip as a conversation. With this newsletter, the advisors will be able to sustain the conversation and the relationship crucial for customer retention.

This newsletter will not be sent to customers but will be used during the sales process. It is a tool that sales advisors will use to connect with their customers and improve the customer experience. Local customers are demanding and are more likely to return to the shop if they have experienced something different and excellent. This newsletter will benefit advisers because of the topics it covers and the tips that can be shared. It also benefits the customer experience, as it allows Bvlgari Place Vendôme to differentiate itself from its competitors by offering customers cultural advice. Return on investment can be seen through the ratings received by “the Voice of Client”, a customer relationship management (CRM) tool that collects customer feedback. It can also be assessed by the mystery shopping sessions that advisers have to face. In the mystery shopping grid, one of the criteria relates to small talk, which shows the validity and importance of this project.

Sales advisors, as mentioned in the title, are not only salespeople but also advisors, which means that they must be able to advise the customer on things to do in Paris, things that local customers may not have thought of, for example. They have to be able to help the customer from A to Z, whether it's booking a specific restaurant or sharing the latest ballets at the Opéra Garnier.

The SAF model stands for Suitability, Acceptability and Feasibility, it will be used to determine the viability of the project.

Attracting and recruiting local customers are probably the main challenges of many brands in the luxury industry, including Bvlgari. It has been demonstrated and proven during and after the pandemic that is dangerous and bad for a business to depend on one type of customer. Competition is tough and businesses constantly need to remain competitive and creative. Bvlgari, like the other brands, is looking for ideas to set itself apart and offer something unique to its customers. It is, therefore, a suitable project for the shop to implement this Newsletter and to offer something new to their existing and future customers.

This new project is aligned with the strategy of the shop and will most probably help them to reach their goals. Every small action will play in favour of the shop and the customer experience they offer. Locals are known to be more complicated to retain and to hold high expectations. We can, therefore, conclude that it is an acceptable strategy and the customer's reactions can only be positive as it is a plus. Bvlgari set a high importance on the customer experience, the reason why they organise mystery shopping all year long. They want to make sure that the customer is well treated and receives excellent service. Service will be enhanced thanks to this newsletter.

Finally, it is an achievable and feasible project as it doesn't require a lot of resources. The main ones would be time and dedication. This strategy does not need any financial help or specific skills which makes this project one of the easiest to implement. In fact, the team and the shop already have all the qualifications to make this project viable. The project has already been approved and judged feasible by the managers and the sales advisors. It was introduced to the team a few weeks ago and is already used.

By using the SAF model, we can conclude that this project is aligned with the general strategy of the shop which is to recruit and retain local customers to the shop located in Place Vendôme. It has been proven that this project is suitable, acceptable and feasible. For long-term goals, the shop must find creative actions to stimulate and interact with local customers.

# NEWSLETTER

AVRIL 2023

## ARTS CLASSIQUES

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

## ARTS MODERNES

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

## ARTS ASIATIQUES

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



## ARTS PRIMITIFS

Musée du quai Branly / expo Kimono

jusqu'au 28/05/2023

## MODE

Musée YSL / expo Gold ★

jusqu'au 14/05/2023

## AUTOMOBILES

Tour Auto 2023 ★

du 17/04 au 22/04/2023

Le Mans classique

du 29/06 au 02/07/2023

## OPÉRA

1. Ballet Maurice Béjart

du 21/04 au 28/05/2023

- L'Oiseau de Feu
- Le chant du compagnon
- Boléro

2. Ballet Wayne McGregor / The Dante Project

du 03/05 au 31/05/2023

3. Carolyn Carlson/Signes

du 21/06 au 16/07/2023

4. La philharmonie