

MERCHANDISER

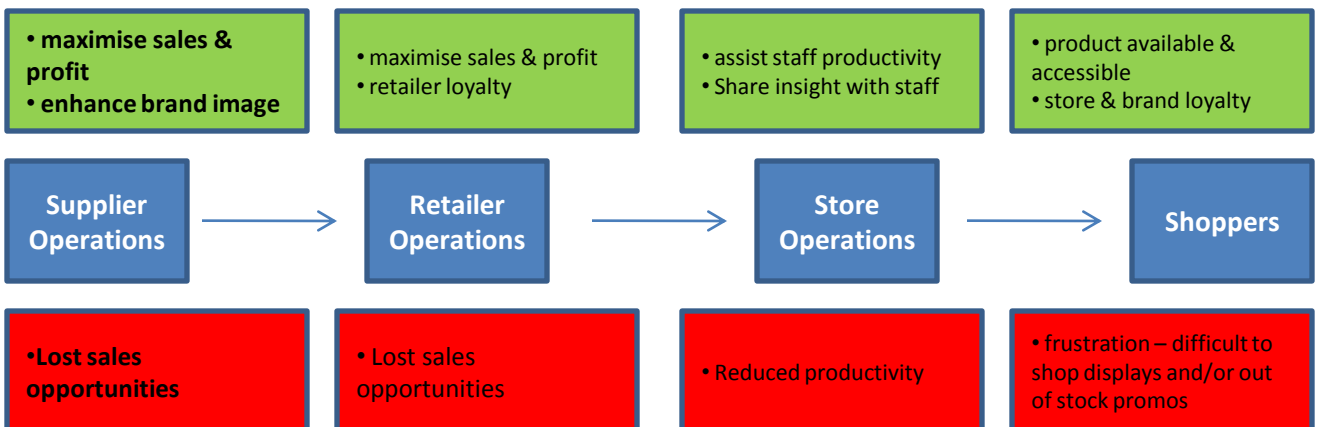
How does Shrinkage and Loss Prevention impact me in my role?

Freshness & Appeal	Category Growth	Shopper Satisfaction- Loyalty	Relationship
Need to make sure that the company's products are displayed at their best for shoppers satisfaction.	Sell more and lose less. Products need to be on open sale to increase category growth. Use the 10 Step in store process to manage loss to a minimum.	Shrinkage can cause out of stocks . Consumers expect to be able to purchase products at all times & have products accessible on shelf. If not, may shop elsewhere	Shrinkage hurts both supplier & retailer. Need to partner collaboratively with customers to reduce shrink, rely on facts and not emotion. It is a continual process.

What actions can I take in my role to assist loss prevention?

Compare	What is happening within the category and other high risk areas? Understand what the retailers shrink policy is and use it to help educate in store. What is happening in other stores within the same account and transfer the knowledge.
Consider	The ECR process and the in store 10 step program to help reduce theft. Education is the way forward and do you have the right knowledge, if not find out more information like this.
Discuss	What expertise can be tapped into if experiencing issues with shrinkage – both from within own business(Sales, other merchandisers, POS developers, etc) and from customers who may have had success in dealing with issues in other stores or regions.
Trial	If experiencing shrinkage issues of any kind, take the opportunity to discuss with store management and propose other ideas on a trial basis. Work with store personnel to understand what trials worked best & reapply elsewhere.

What are the potential impacts of my decisions on Shrinkage throughout the value chain? (Good and Bad)



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Details:

Name:	
Title:	
Category:	
Year:	

Specific responsibilities regarding Shrinkage Management within role:

Shrinkage Issue	Personal Responsibility

Priority shrinkage challenges and action plan for year ahead:

Priority Challenges	Action Plans	Target / Goal