

MARKETING MANAGER

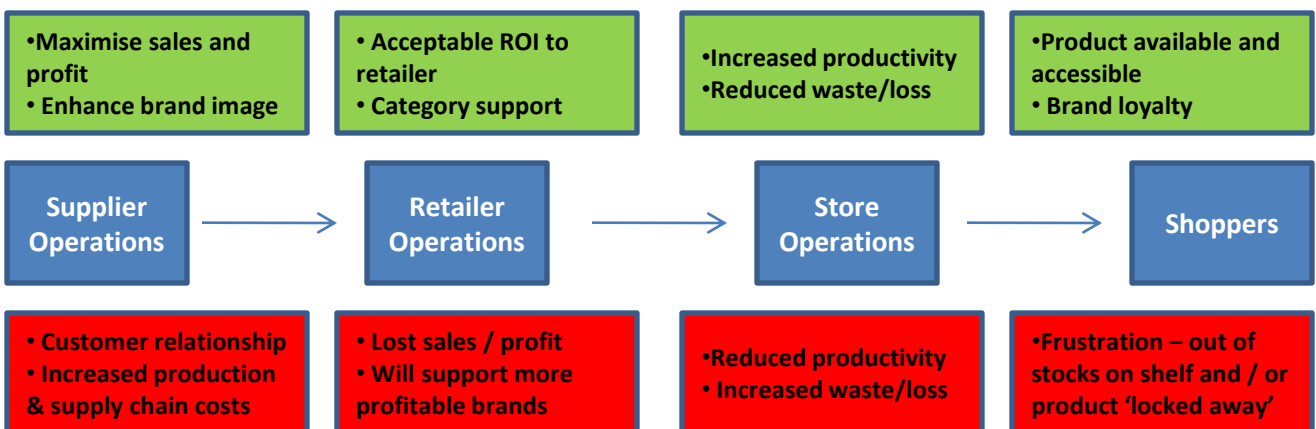
How does Shrinkage and Loss Prevention impact me in my role?

Profitability	Category Growth	Customer Satisfaction	Whole of business costs
Overall profitability of the brand and category needs to consider the balance between sales income and write-off / shrinkage through the value chain	Innovative products are needed to drive category growth, but need to ensure shrinkage loss is part of new product considerations and development.	Customers are impacted by shrinkage and this will be part of their ranging considerations – need to ensure potential issues are considered and managed in new product development	Deed to ensure decisions are not detrimental to the costs of other functions within the company by considering waste and shrinkage as well as handling, storage and transport cost

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

Compare	Are new products being considered similar in characteristic to current items?... if so, what level of shrinkage occurs for the similar current items? What actions have been taken in the past to mitigate risks for similar items.
Consider	If the product may have risk of shrinkage, what can be done to mitigate the risk – consider issues such as shelf life, packaging, quantities in packs, etc
Discuss	What expertise can be used to address potential or current issues with shrinkage – both within own business (supply chain, field sales, finance etc..) and from customers (loss prevention, store managers) who can offer insight and advice
Trial	Jumping straight to action can prove costly and overkill. Making several changes at once can hide what is most effective. Discussing opportunities to trial solutions to shrinkage with stakeholders collaboratively will be beneficial.

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