

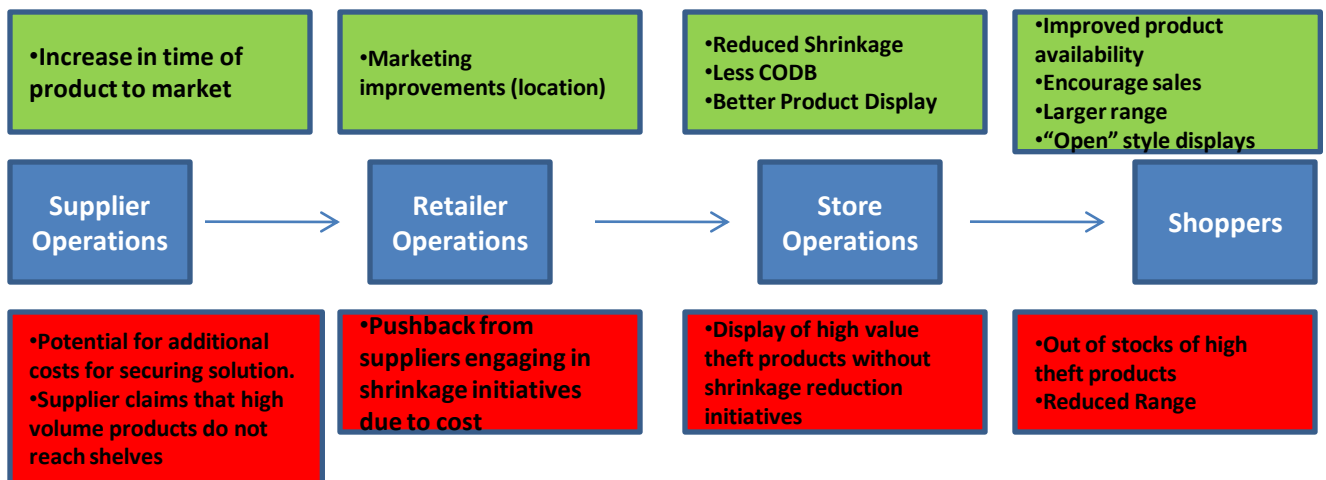
# RETAIL BUYER

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

Profitability:	Category Growth:	Customer Satisfaction:	Whole of Business Costs:
Maintain profitability of category by creating balance of shrinkage to sales and market share. Understand opportunities shrink presents to grow category sales and profits. Use finance to help understand impacts to ROI of shrink.	Innovative products drive category growth. Consider preventative shrinkage actions at time of ranging. Products on show for self selection drive category sales. Use a combination a methods and the ECR roadmap to sell more and lose less.	Focus on shopper satisfaction - have products available for self selection. Provide product choices which acknowledge shrinkage. Provide packaging solutions which meets shrinkage, marketing and legal requirements whilst being attractive to the customer.	Look for cost effective solutions for suppliers of high loss products whilst considering supply chain, customers and competitor pricing. Understanding impacts on other business functions and leveraging total company ROI.

Map & Measure	Engage suppliers in the ECR road map. Follow products from warehouse to store to understand where opportunities are. Identify shrinkage ratios of high theft products. Focus on the "HOT" stores and products. What data is available and how frequent is it? What does the data tell you?
Compare	Competitor strategies for protecting high theft products – what is working.?Area Demographics – where should high theft items not be displayed. Understand what has been tried and tested before. What other function KPI's are that may impact on shrink.
Consider	Level of knowledge of Shrink and best practice. Engage key experts internally and externally to better understand the issues. Types of protective methodologies available to protect products. Understanding of the display of product within the operations of a display marketing program. What criteria makes a product eligible for higher protective measures. Sharing the data at hand to make accurate and timely decisions based on fact.
Discuss	The ECR roadmap with suppliers and how you can work together to improve shopper satisfaction. Advantages of protecting products against shrinkage. How to encourage / convince suppliers to protect their product. Planogram options to encourage competition. Internally with other functions – Loss Prevention, Store Operation and finance.
Trial	Targeted implementation of any initiatives in collaboration with vendors and store operations. Consider labour costs of trial to reduce CODB and impacts on total profitability. Understand impacts on shopper and if trials are delivering required results, if not move onto next solution.

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