STORE DESIGN MANAGER

Customer	Presentation	Profit	Category Growth
Start with the total floor plan – high risk in highly visible locations. Layouts must take into account shrinkage trends while facilitating in stock products for customers	Layouts must present the product to enhance the sales while protecting profits through minimising shrink	All decisions must include profit protection taking into account all investment choices and variables.	Innovative layouts are needed to drive growth but need to consider shrinkage loss in decisions and impact on the shopper.

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

Map & Measure	Measure results from previous years layouts and presentation initiatives for sales growth versus shrink reduction . Look at total store layout and visibility on HOT categories.
Compare	New Layouts and presentation initiatives must consider current shrinkage trends and results. Compare the flow of stores staff from the office and back dock to the checkout area – what route do they take?
Consider	To balance shrink reduction with sales growth consider stock on show quantities, accessibility, replenishment, security measures and shop ability.
Discuss	Discuss results with Asset protection, Stores, Buying and Finance before committing to presentation decisions . Work with suppliers on overseas learning's and trends in store design to increase shopper satisfaction.
Trial	Trial layouts and presentation initiatives must accurately measure sales, shrink, customer satisfaction and productivity within a controlled and realistic environment. Don't be afraid to move high risk categories from the back of the store to more visible locations.

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

Supplier Operations	Retailer Operations	Store Operations	Shoppers
•Suppliers are aware and included in initiatives to grow business	•Cost of doing business balanced with shrink control to increase profitability	•Growth of productivity and reduction in shrink will improve profitability	•Merchandise choice and presentation enhanced
•Not including suppliers in business decisions can create conflicting decisions	•Decisions that do not consider shrink can lead to loss of profitability	•Decisions that do not consider shrink can impact on productivity and store profits	•Poor decisions can impact shopper experience and reduce stock availability

STORE DESIGN MANAGER

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