

DIRECTOR (SUPPLIER)

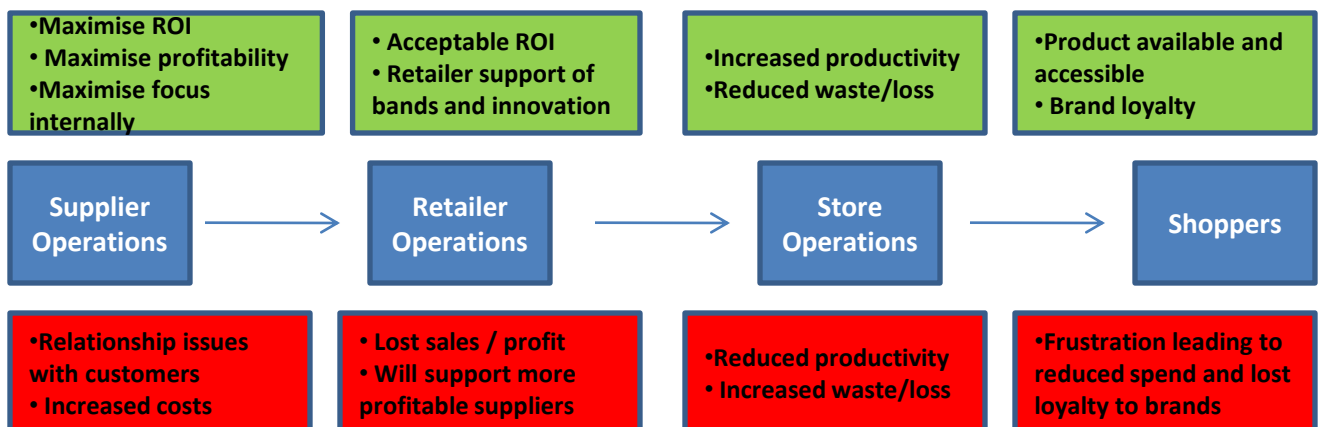
How does Shrinkage and Loss Prevention impact me in my role?

Profitability & Growth	Company / Function Focus	Shopper Satisfaction – Loyalty and Image	Organisational costs
Overall profitability and growth of the business is directly impacted. New product development needs to think about the shopper & shrink impact. Shrink should not be a barrier to profit & growth.	The company needs to ensure that there is consistent focus on shrink. It needs to have process and multifunction focus from the board level down, otherwise no action will be taken.	Shoppers expect to be able to purchase products at all times and have products accessible on shelf. Shrinkage causes out of stocks. Locking product away is not good for the shopping experience and the brand / retailer image..	Business leaders are responsible for total performance. Need to ensure decisions in one area are not detrimental to the costs/ performance in other areas. Need to fully under the payout of the actions taken.

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

Compare	How do similar businesses manage shrink across departments and structure within the business. Is the organisation focused around providing a better shopping experience for their products. The approach by departments and brands are consistent.
Consider	The resourcing allocated within the business are appropriate. What is global best practice. Is it built into NPD planning? Do you have the right measures in place to influence behavior. Are shoppers satisfied currently?
Discuss	Within your leadership group. Across functions both locally, regionally and globally. Include as part of your yearly goals and objectives. At customer Top to Top to ensure both companies are aligned on the focus required. Where possible at industry events.
Trial	Needs to be a systemic approach within the business to trial learn and implement. Support internal functions and promote innovative thinking. Use the ECRA approach and ensure it is followed within your business. Resist the urge for “urgent” action that is not well planned and thought out.

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