



1 DATA SYNCHRONIZATION

Products are often not set up correctly in the master database. This creates confusion within the system and often leads to the impression of a loss. Synchronizing data files removes this confusion and reduces shrink—too often an underemphasized root cause, especially on new items and promotions.



6 PRODUCT PROTECTION

Thieves will look to target items where little effort is required and risk of detection is low. Employing product protection measures such as anti-theft pegs, safer cases, hard tags and theft-deterrent packaging can help slow thieves down and deter theft from the shop floor.



2 SECURE DELIVERY

High-risk and low-risk products are often not separated or secured during transit, which makes them vulnerable and difficult to count. Treat high-risk Health & Beauty products like any other high-risk product (such as cigarettes or electronics) by delivering them securely.



7 VISIBLE LOCATIONS

Putting high-value products behind a counter can frustrate shoppers and lead to lost sales. Putting them in a dark or less-visible location creates temptation. Place hot products in highly visible locations where the risk of detection is high—in the line of sight of associates, in high-traffic locations such as checkout, or simply increase the lighting levels.



3 IN-STORE CHAMPION

One way of minimizing exposure to shrink is to give carefully chosen members of staff the sole responsibility of owning the product and the process. The champion should assume responsibility for high-risk products from receipt to the shelf, performing duties such as regular physical counts.



8 APPROPRIATE REPLENISHMENT

Too much product in stock or on display tempts thieves. Too little frustrates shoppers. To reduce both risks, keep inventories in line with the rate of sale and replenish more often. To facilitate this process in-store, try to save time and effort by securing the excess stock close to the shelf / display.



4 FAST-TRACKING TO SECURE AREA

The delivery area of any distribution center or store can be busy, which leaves goods vulnerable. Associates should be asked to “fast-track” high-risk products to a secure area as soon as they arrive.



9 REGULAR COUNTING

Inaccurate on-hand counts will lead to improper replenishment and frustrate the shopper. The regular counting of high-risk products will not only help track losses, deter theft, and improve detection, it will also guarantee accurate re-ordering and improved in-stocks.



5 CHECK DELIVERIES

Mistakes or shortages in deliveries often show up as shrink; key associates should, therefore, regularly check deliveries and be responsible for any discrepancies.



10 ASSOCIATE AWARENESS

Thieves will look to target stores that are the most vulnerable. If all associates are encouraged to be more alert, then losses will reduce and products will become more available to the shopper, thus boosting sales and store loyalty.