Anti-Theft Decision Tree

Is the product unique to the marketplace? — **Yes** → Will uniqueness attract theft?

No ↓

Is the product new to the retail market? — **Yes** → Is there a similar product with theft issues?

No ↓

Will products price-point attract theft? — **Yes**

No ↓

Does a resale market exist for similar items? — **Yes**

No ↓

Do product components have illicit use? — **Yes**

No ↓

Could marketing campaign attract theft? — **Yes**

No ↓

Could size / tamper-ability attract theft? — **Yes**

No →

Yes →

Consider incorporating anti-theft measures

Approved →

Rejected ↓

If anti-theft measures are rejected, adjust product projections to account for theft relative to:
- Sales & profit forecasts
- Inventory / Service levels / Out-of-stocks
- Merchandising/ execution compliance
- Advertising /marketing effectiveness
- Customer conversion rate
- Market share goals

Anti-theft measure not likely needed

Other Alert Factors
- Lifestyle requirement
- Recent deregulation or regulatory activity
- National media focus
- Embarrassment concerns
- Availability issues

Choose most appropriate anti-theft measures based on cost/benefit and factors such as:

- What will be financial extent of theft demand (based on past learnings with same or similar product)?

- Will theft demand likely be:
  - On a single item or multiple items in a product range?
  - For limited time (eg. launch) or ongoing?
  - Limited to a subset of stores? (demography, geography, etc.)

Examples of ways to incorporate anti-theft measures:

- Package Design
- EAS Source Tag / RFID tag
  - Short Term
  - Long Term
- Safe Spot in store
- Fixture type and management
- Promotional Merchandising
- Understand Industry Best Practices and incorporate
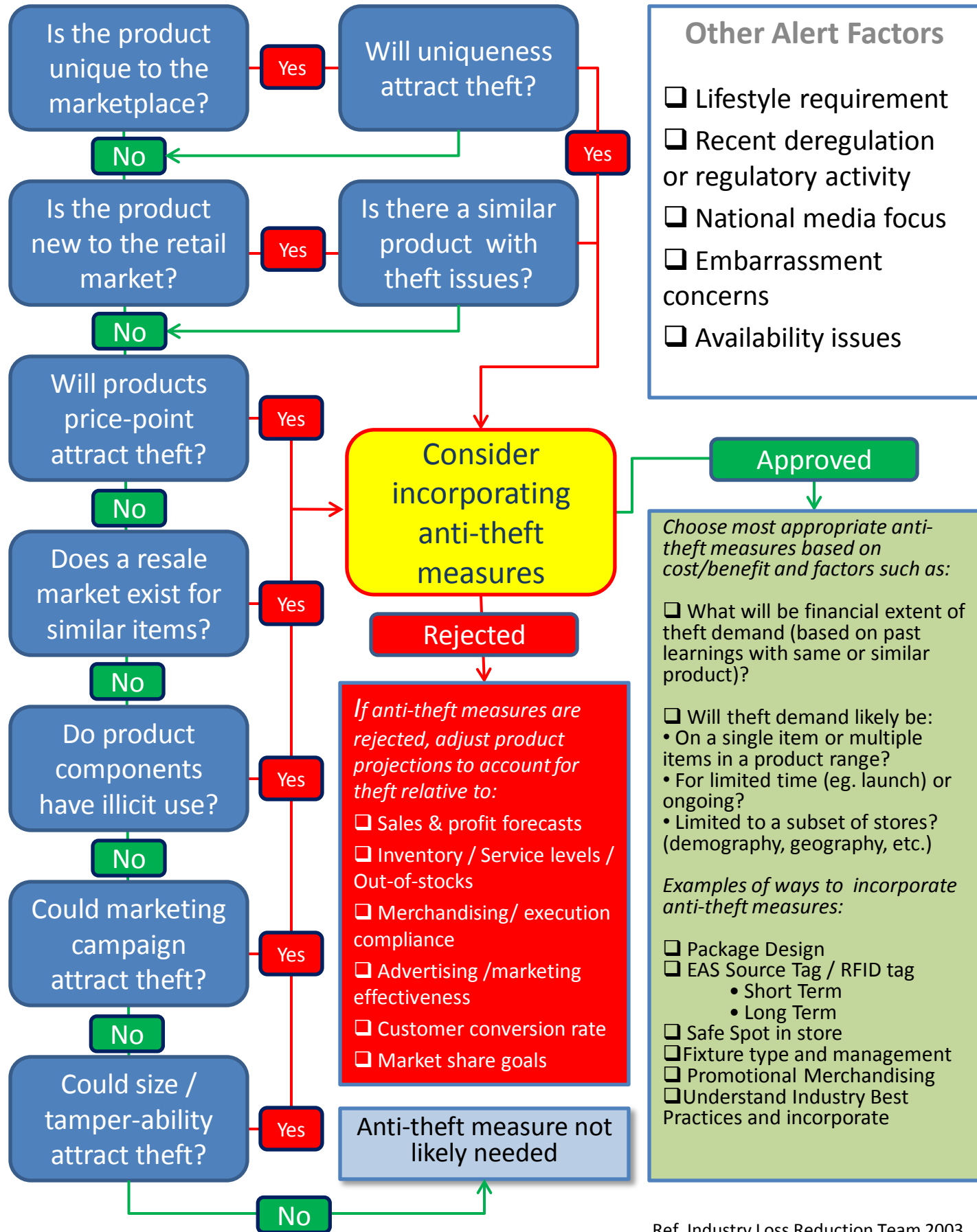
Who needs to review?

Supplier
- Research & Development
- Marketing & Mkt Research
- Advertising
- Manufacturing
- Packaging Development
- Procurement
- Supply Chain / Logistics
- Legal & Corporate Affairs
- Operations
- Finance
- IT
- Executive Group
- Sales

Retailer
- Operations
- Merchandising
- Finance
- IT
- Supply Chain / Logistics
- Executive Group
- Buying

When to review?

Supplier
- New product development
- Product redesign
- Product relaunch
- Repackaging initiatives
- ROI Discussions
- Top –to –top discussions

Retailer
- Category Review sessions
- New line introduction discussions (outside reviews)
- Top-to-top sessions