



MANAJEMEN TOKO

Pemasaran & Bisnis Ritel

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Store Maintenance

Store maintenance entails the activities involved with managing the exterior and interior physical facilities associated with the store. The exterior facilities include the parking lot, entrances to the store, and signs on the outside of the store. The interior facilities include the walls, flooring, ceiling, bathrooms, HVAC systems, and displays and signs.



Inventory Shrinkage

Shrinkage is the inventory loss due to employee theft, shoplifting, mistakes, inaccurate records, and vendor errors



Shoplifting

To develop a loss prevention program to reduce shoplifting, retailers confront a trade-off between providing shopping convenience on the one hand, and preventing losses due to shoplifting on the other. The key to an effective loss prevention program is determining the most effective way to protect merchandise while preserving an open, attractive store atmosphere and a feeling among employees that they are trusted.



Loss prevention requires coordination among store management, visual merchandising, and store design.



Store Design

The following store design choices may help deter shoplifting:

- Do not place expensive or small merchandise near an entrance.
- Put easily stolen merchandise near POS terminals because there typically is an employee near the terminal.
- Keep the height of fixtures low so employees can see customers in the store and have an open line-of-sight to the dressing rooms and exits.
- Use mirrors.
- Alternate clothing hanger directions so professional shoplifters cannot easily grab a lot of apparel at once.
- Lock up all items that are easily stolen.



Security Measures

The following security measures may help deter shoplifting:

- Use closed-circuit TV cameras.
- Include some nonoperating equipment that looks like a TV camera to provide a psychological deterrent to shoplifters and save costs.
- Use electronic article surveillance (EAS) and radio-frequency identification (RFID) systems. These special tags are placed on merchandise. When the merchandise is purchased, the tags are deactivated by the point-of-sale (POS) scanner.
- Have an employee stationed at the door to check receipts.



Personnel Policies

The following personnel policies may help deter shoplifting:

- Use mystery and honesty shoppers to watch for employee and customer theft.
- Have store employees monitor fitting rooms.
- Store employees should be trained to be aware, visible, and alert to potential shoplifting situations.
- Provide attentive customer service.



Prosecution

Many retailers have a policy of prosecuting all shoplifters. They feel a strictly enforced prosecution policy deters shoplifters. Some retailers also sue shoplifters in civil proceedings for restitution of the stolen merchandise and the time spent in the prosecution

Using Technology



DON'T ASSUME THAT ALL SHOPLIFTERS ARE POORLY DRESSED

To avoid detection, professional shoplifters dress in the same manner as customers patronizing the store. Over 90 percent of all amateur shoplifters arrested have the cash, checks, or credit to purchase the merchandise they stole.



SPOT LOITERERS

Amateur shoplifters frequently loiter in areas as they build up the nerve to steal something. Professionals also spend time waiting for the right opportunity but less conspicuously than amateurs.



LOOK FOR GROUPS

Teenagers planning to shoplift often travel in groups. Some members of the group divert employees' attention while others take the merchandise. Professional shoplifters often work in pairs. One person takes the merchandise and passes it to a partner in the store's restroom, phone booths, or restaurant.



LOOK FOR PEOPLE WITH LOOSE CLOTHING

Shoplifters frequently hide stolen merchandise under loose-fitting clothing or in large shopping bags. People wearing a winter coat in the summer or a raincoat on a sunny day may be potential shoplifters.



WATCH THE EYES, HANDS, AND BODY

Professional shoplifters avoid looking at merchandise and concentrate on searching for store employees who might observe their activities. Shoplifters' movements might be unusual as they try to conceal merchandise.



Reducing Employee Theft

Like shoplifting, employee theft has become a more sophisticated, high-tech activity. the most effective approach for reducing employee theft and shoplifting is to create a trusting, supportive work environment. When employees feel they're respected members of a team, they identify their goals with the retailer's goals.



CASE



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



THANK YOU!

Do you have any questions?

