



July 2006 NEWSLETTER

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BRIGHT IDEAS:

Depending on the size of your store and your location in the country you may have shoplifting occurring to a greater or lesser degree. We have enough (that we know about) that I thought it might be of interest to you to hear about our latest attempt to curb the problem, but I would really like to hear what problems you are experiencing and what you might be doing about them.

Evidence: Crumpled tags on the floor or in the dressing rooms that do not match any items on the hangers. Also, empty hangers in both places without purchases being made of merchandise without hangers. The reason they take the tags off, of course is so that they can claim the item was theirs if they are caught with it.

We put an extra mini-work station in the store with a direct view of our problem areas (behind the tall racks). The person in this area has the job of putting out clothes that go on the tall racks so that they are circulating often. Prior to this we had different employees circulate every 15 minutes to pick up the floor, and check on the customers. We collected tags off the floor and put them in zip-lock baggies (a new one each week). Of the two methods the assigned station with a person circulating often worked the best. We have enough girls that the mini-work station is a two-hour assignment for each girl. Still, we were getting about \$100.00 worth of tags a week! (Before it was closer to \$150.00 per week) Dressing rooms do better if they are kept locked and checked after each use.

Now, we are making a game of trying to keep the number of "rip-offs" down. If, for example, the average drops down to \$50/per week of tags, I will reward the girls by putting half of the "savings" or \$25 in a food fund for pizza, ice cream, party money, or what ever they want if they are able to get the thefts down by being

extra vigilant. By the way, we do have cameras, but it doesn't seem to stop the really determined.



GRAPEVINE:

Let's here from you what is new in your world.

SHOP NEWS:



Laura Beach is selling off one of her stores is Springfield, MO (Once and Again). Two stores is apparently one too many.



TIME TICKLERS:

This is the time (Back to School) that everyone is buying coats and winter clothes for the year, so do everything you can to get them out of storage and on the floor. Don't get caught trying to take winter trade-ins and trying to put out storage at the same time.



OPPORTUNITIES:

Need extra temporary racks for change of season? Call Karen at Custom Productions for all your racking and hanger needs. (509) 535-2500.