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## **Shoplifting: Awareness = Prevention Video Training Program Sponsor Information and Solution Overview**

### Problem

Shoplifting—it's a crime that costs the retail food industry billions of dollars every year. People steal a variety of items for a variety of reasons. But no matter the motives, no matter how and when the crime is committed, shoplifting is a serious crime—it eats into store profits and impacts jobs. Shoplifting is a crime that can be prevented.

### Solution Overview

This customized video would educate new hires and other store-level employees on the characteristics of shoplifters and what situation they need to be aware of in regard to crime theft rings. Training would be in conjunction with other orientation training and would include employee sign-off of any associated corporate policies. FMI would develop the video with Safeway, Inc. and have all rights to reproduce copies as needed for sale to our members.

### Audience for Program

The target group would be both new hires and other store-level associates who need refresher training.

### Sponsor Benefits

Sponsor will receive credit for financial contribution; company logo will be prominently displayed at the beginning and end of the program.

### Anticipated Development Cost for Program

Estimated cost for program - \$20,000

### Proposed Content for Program:

#### *Shoplifter Characteristics*

- Suspicious eye movement
- Wandering shopper
- Customer seeking privacy

*Shoplifting Prevention*

- Store employees greeting customers
- Customer/clerk interaction
- Backroom area
- Checkstand area

*Develop an Awareness of Your Store*

- Be Alert & Observant
- Provide World Class Service
- Be a Good Witness
- Report Incidents to Manager