

Protecting your Business from theft and fraud

Robert G. Vine
Chief of Police
Gladewater Police Department



Shoplifting

- **Small business lose \$25,000 to \$33,000 every minute to shoplifters.**
- The [University of Florida National Retail Security Survey](#) estimates total retail losses of \$44 billion every year, with 30-40 percent of those losses walking straight out the door. Shoplifting is a scourge on the retail landscape and its impact is huge.

Organizing your store to discourage retail theft

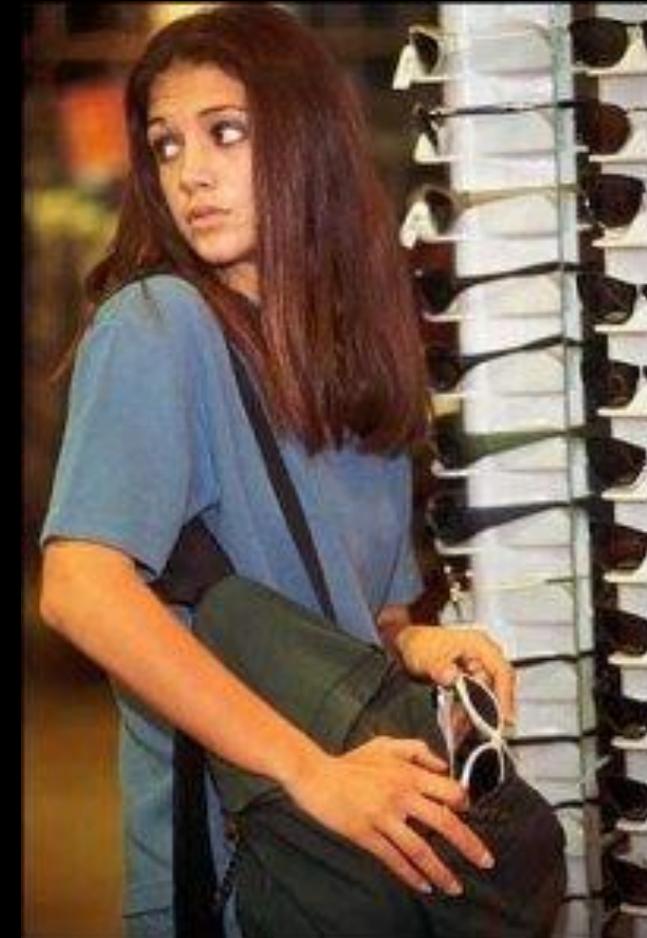
The majority of shoplifters steal in response to an impulse. The National Association for Shoplifting Prevention (NASP) conducted a survey which found that around 73% of shoplifting incidents are not premeditated. With proper deterrents in place, shoplifters are much less likely to actually act on their impulses.

One practical way to deter retail theft is to arrange your store to be as anti-theft as possible. Keep it open. If all areas of your store are visually accessible, it is much harder for shoplifters or employees to take an item or pocket some cash without being seen. If possible, keep your displays from reaching floor-to-ceiling. Arrange your products so that the most easily stolen items are in the high-traffic/public areas.

If shoplifters/employees feel exposed, they are much less likely to steal.

Placement

Retail industries are especially prone to inventory shrinkage resulting from petty theft. Product placement within the retail location is an important method used to reduce the loss of the most valuable items. Methods such as placing valuable items in cases, on locked hangers and at the back of the store, as opposed to near the entrance, helps reduce inventory shrinkage caused by theft.



**SHOPLIFTING
IS A CRIME**

OFFENDERS WILL BE PROSECUTED

**ALL ACTIVITIES
MONITORED BY
VIDEO CAMERA**



Employee Theft

64 percent of all small businesses fall victim to employee theft.

Not all dangers to your business come from the outside. Unfortunately, one of the biggest threats to a healthy bottom line is employee theft and fraud. In a survey conducted by [Kessler International](#), 95 percent of employees admitted to stealing from their employer. So, if you think your company is the exception, it may be time to think again.

While some of that is office supplies, a 2014 [study](#) presented at the Annual Academy of Criminal Justice Sciences Meeting revealed that the majority of losses from employee theft are cash losses.



Walk-ins with items for sale



When in doubt
call 903-845-2166
or 9-1-1

If people know you play by the rules and have preventative measures in place to protect yourself, your customers and your business, they will either make a choice to abide those rules or go somewhere else.

Burglary

Businesses are four times as likely to be burglarized as homes.
Your business is a much more tempting target to thieves than your home.

It's easy to see why your business is vulnerable. Consider the type of electronics and other equipment commonly used in businesses, not to mention cash on hand and retail product. A business burglary is likely to garner a heftier profit for the bad guys than a residential smash and grab.

Want free help to help make your business more secure?



- Call the Gladewater Police Department and inquire about having a representative come to your business and provide a safety inspection – *free of charge.*

- 903-845-2166