

Tips & tricks

# PREVENTING SHOPLIFTING

SHOPLIFTING IS A SERIOUS  
PROBLEM THAT CAN AFFECT THE  
PROFITABILITY AND REPUTATION  
OF ANY RETAIL BUSINESS.

## Tips & tricks

# PREVENTING SHOPLIFTING

SHOPLIFTING IS A SERIOUS PROBLEM THAT CAN AFFECT THE PROFITABILITY AND REPUTATION OF ANY RETAIL BUSINESS.

According to a survey by the National Retail Federation, retailers reported an average loss of \$461.86 per shoplifting incident in 2020.

Fortunately, there are some effective ways to prevent shoplifting and protect your merchandise.

Here are *five proven tips for small businesses* to stop shoplifting.

## **1. GREET EVERY CUSTOMER**

A simple hello can go a long way in deterring potential shoplifters. By acknowledging every customer who enters your store, you show them that you are aware of their presence and that you care about their shopping experience. This can make them feel less comfortable about stealing from you and more likely to buy from you.

## **2. KEEP YOUR STORE ORGANIZED**

A messy and cluttered store can attract shoplifters who think that you won't notice if something is missing. By keeping your store neat and tidy, you can make it easier to spot any missing or misplaced items. You can also use signs, labels, and shelves to display your products clearly and logically, making it harder for shoplifters to hide or switch them.

## **3. USE AN EAS SECURITY SYSTEM**

Installing an EAS System in your store can help you monitor your customers and employees, as well as deter shoplifters who don't want to be caught. An EAS System is installed at the store entrance and will generate an alarm if a tagged item is passing its detection field. You can also use signs to inform your customers that goods are (in)visible secured against theft.

## 4. LIMIT ACCESS TO HIGH-VALUE ITEMS

Some items are more attractive to shoplifters than others, such as electronics, jewelry, cosmetics, and clothing. To protect these items, you can keep them in locked cases, behind the counter, or on high shelves. You can also limit the number of items that you display on the sales floor and keep the rest in the back room. This way, you can reduce the amount of inventory that you lose to shoplifting and increase the chances of catching the thieves.

## 5. TRAIN YOUR STAFF TO PREVENT SHOPLIFTING

Your staff are your best allies in preventing shoplifting. You can train them to recognize the signs and behaviors of shoplifters, such as loitering, wearing bulky clothing, carrying large bags, or avoiding eye contact. You can also teach them how to approach and assist suspicious customers, how to report and handle shoplifting incidents, and how to use your security systems and devices.

**WANT MORE?**

[Follow MTC EAS on LinkedIn](#) for more insights to grow your business.