

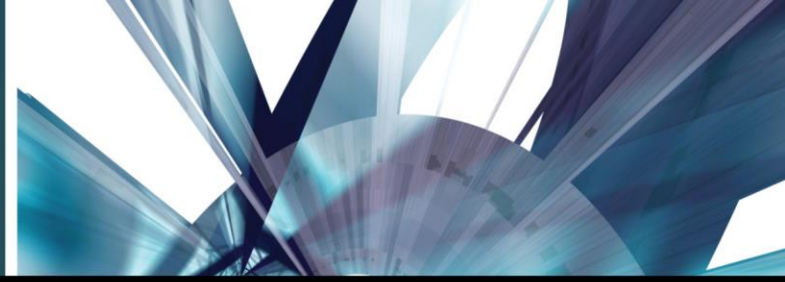
PEOPLE | PROPERTY | REPUTATION

# ASSET PROTECTION



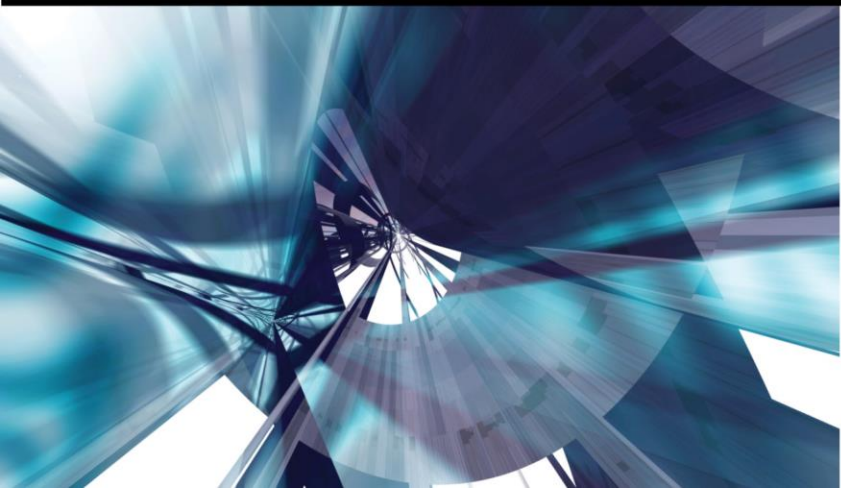
THE VOICE OF FOOD RETAIL 

PEOPLE | PROPERTY | REPUTATION



# Move The Table

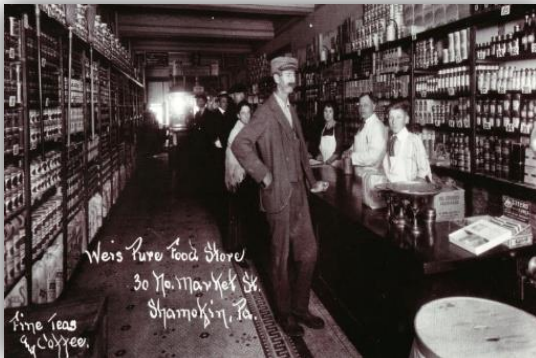
*Elevate how Asset Protection is perceived as a career, a curriculum, and an industry by transitioning into an enterprise profit hub.*



THE VOICE OF FOOD RETAIL 



- In business 101 years
- Employ approximately 20,000 associates
- Operate 167 stores in 5 states
- Manufacture dairy, ice cream, meat, bagged ice and plastic bottles
- Two distribution centers – The largest is 1.2 million square feet
- 127 tractors, 150 refrigerated trailers and 245 freight trailers
- 191 company owned passenger cars and 73 maintenance vehicles
- Over 2.7 billion dollars in sales annually



## Weis Asset Protection

The Weis Asset Protection team is made up of three distinct but aligned divisions.

- *Loss Prevention / Asset Protection / Compliance*
- *Safety, Risk Management and Insurance*
- *Quality Control, Food Safety and Sanitation*

## The Quote

*“I get into conversations with people in Loss Prevention and Asset Protection who talk about where they stand in their companies and how they are always looking for a seat at the table”.*

*“This is a tired and old conversation that I quickly change when I tell them they need to take a page out of your book and stop asking for a seat at the table; MOVE THE TABLE! Which is exactly what you and your team have done at Weis. People in the company now come to you to sit at your table”.*



## What it means to me...

- Establishing relevance throughout the organization and within our industry by providing true economic value in today's Asset Protection environment.
- A transition which results in the elevation of how Asset Protection is perceived as a career, a curriculum, and an industry by transitioning far beyond traditional Loss Prevention into the enterprise profit hub.

# The Transition

Security Focus

Total Loss

Profit Hub



## Traditional Loss Prevention

- Reactive
- Private Policing Program
- Compliance Driven
- Focused Primarily On Theft
- Viewed As A Hindrance
- One Way Communication
- Top Down Communication
- Little Focus On Business





## Our Vision

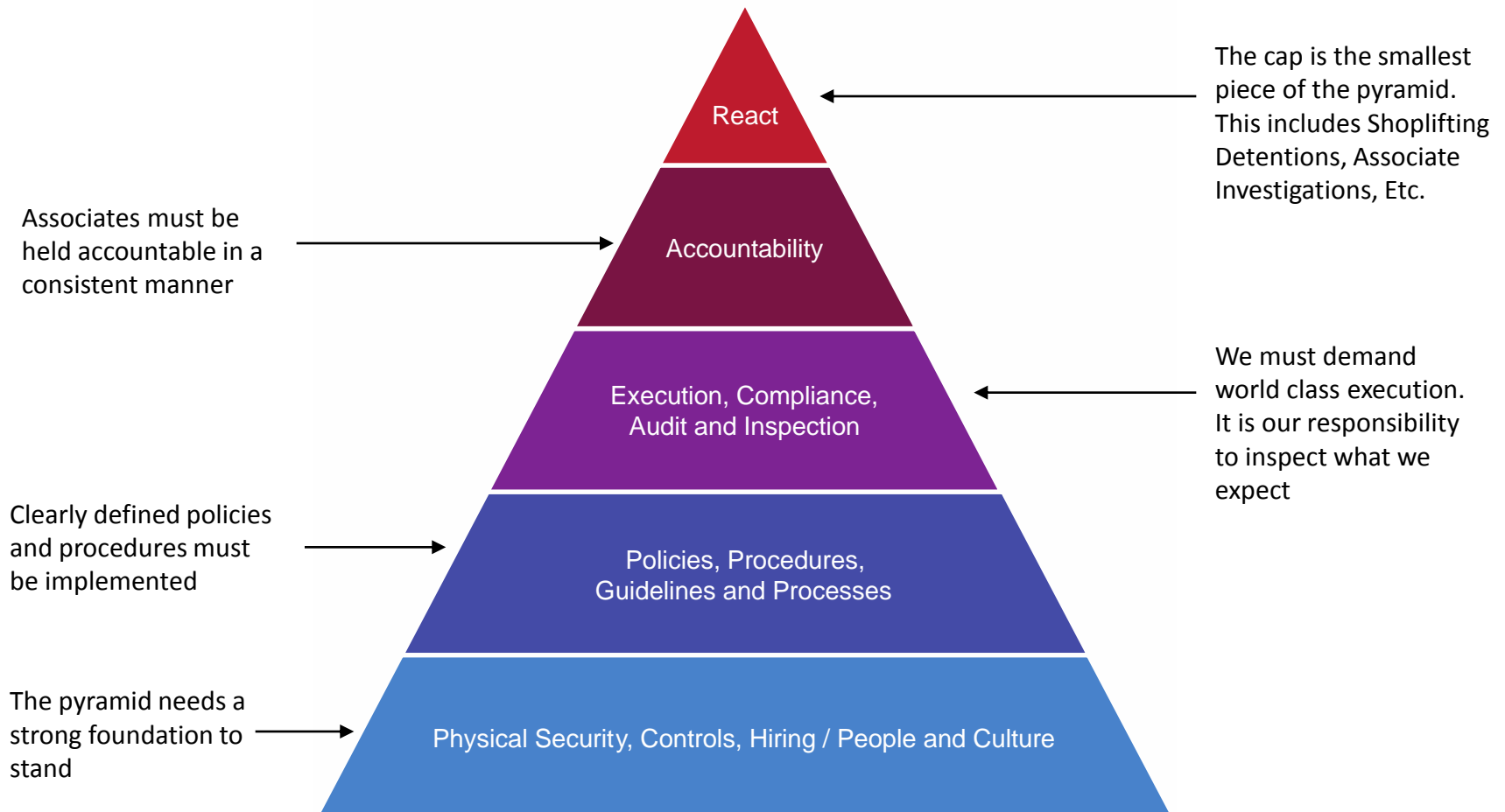
- Play an essential role in the success, growth and future of Weis Markets by taking a holistic approach to increasing profitability.
- Lead the Loss Prevention industry with best in class people, programs, technology and results.

## Our Mission Statement

*"We will lead Weis Markets in Shrink Reduction, Loss Prevention and Safety efforts through an in-depth understanding of the overall business, effective partnerships and by directing the organization with integrity and professionalism. We will proactively seek to bring economic value to the company, promoting profitable sales and world class customer service while maintaining a safe place to work and shop."*

## A Program With Structure

*If you turn the pyramid over, it cannot stand!*



## Create A New Culture

- Foster Creativity – Be Passionate
- It's not just a title! Title matters.
- Hire only the best – One of the highest percentages of college graduates
- Financial and Business Acumen
- Move from compliance driven to a behavioral focused department
- Imbed Asset Protection into the Weis culture at every level
- Form meaningful partnerships
- Demand World Class Execution (*Accountability with Respect*)
- Provide Model Customer Service
- Reach Goals / Achieve Financial Results
- Take Pride In Every Task - *Every Job and task is a self portrait*
- Effectively Communicate Our Programs / Our Mission
- Acknowledge we are in the business of selling at a profit. Therefore, we need to take a balanced approach to increasing sales and decreasing shrink at the same time. The two components must be viewed by our company as one “big picture”.

## Building Our Brand

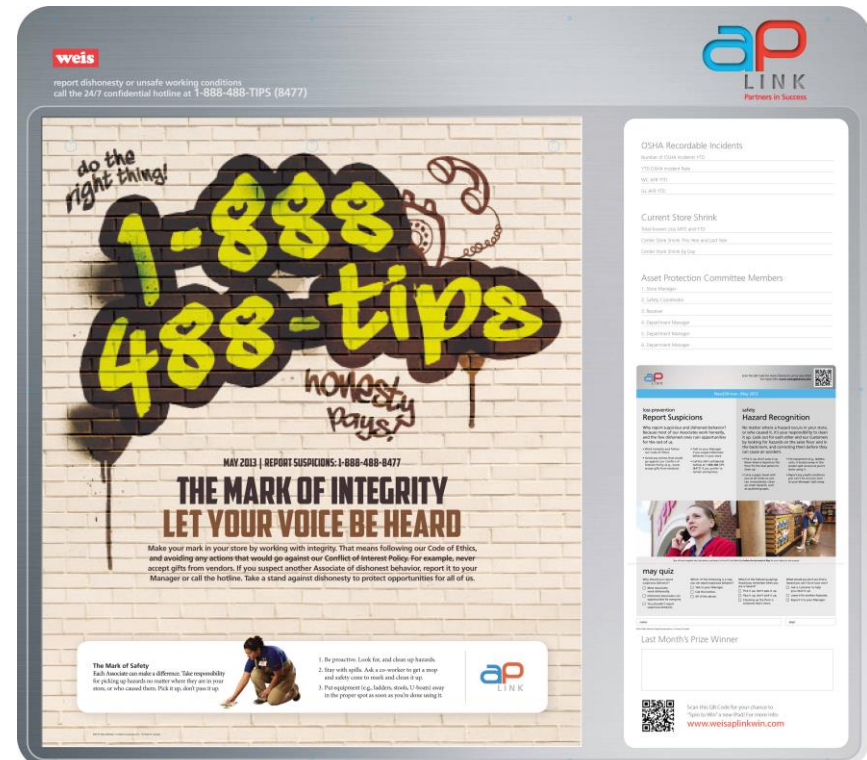
- Represents Safety, Food Safety and AP
- “Link” message says that success is a team effort
- “Partners in Success” helps to dispel the negativity stores may have had towards LP
- Applied to all program elements
- When Associates see logo, they recognize that it’s an AP message





## Inserting Our AP message into every level of the business

- Comprehensive Awareness Program
  - Year Long Messaging Cadence
  - Multiple Touch Points
  - Two way communication
- AP Web Site
  - Centralized Bank of Materials
  - Safety, Food Safety, Loss Prevention
- Best In Class Training Materials
  - Interactive eLearning
  - Quiz Questions / Tracking



# Invest In Your People

- LPQ / LPC
- Associate Engagement Survey
- Weis Internship Program
- Annual Learning Event / Kick Off
  - *Franklin Covey*
  - *Wicklander – Zulauski*
  - *Dale Carnegie*
  - *Vendor Education Sessions*



High Retention

Top Engagement Scores

Cross Departmental Interest

Ability To Attract Talent

## Challenge The Past

As an industry, we tend to use solutions that had meaning or impact in the past. These eventually become habits. We wanted to challenge each and every strategy for it's relevance in today's grocery environment.

- Security Stickers
- EAS
- Public View Monitors

# Choose The Right Vendor Partners

Choose your vendor partners wisely, their vision should match yours. It's not just about the product.

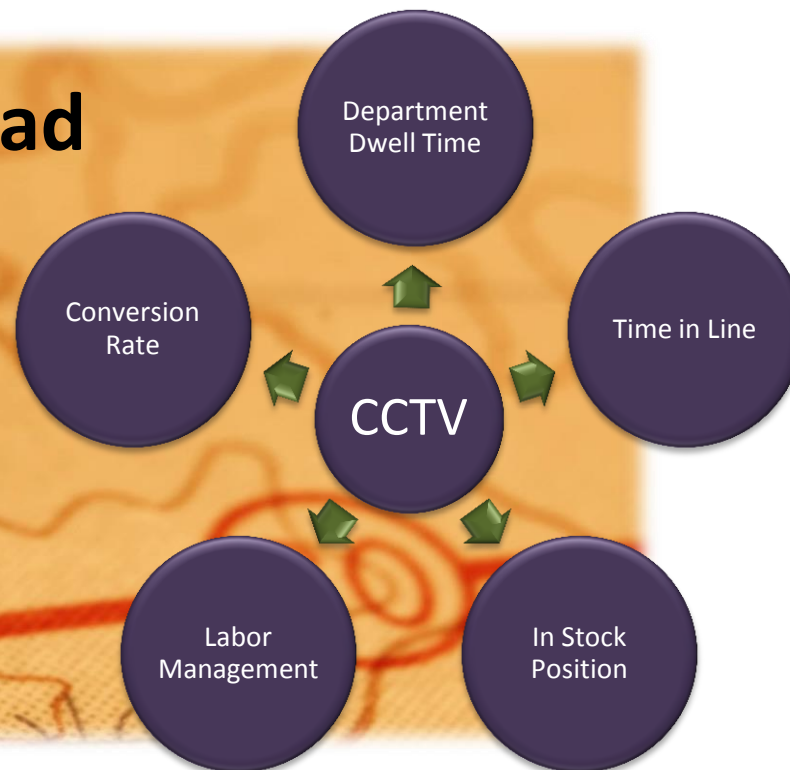
- Extension of your department
- Subject matter experts
- Passion for our industry
- Consultant rather than salesman
- Willingness to create what you need rather than sell what they have

## Traditional Technology / New Use

*Insert your technology into the entire enterprise*

### Analytic Test Road Map

**SALES  
AND  
SERVICE**





# Seek New Responsibility

- *Refrigeration*
- *Safety*
- *Risk Management*
- *Insurance*
- *Maintenance Dispatch*
- *Food Safety*
- *IT Security*
- *Compliance*

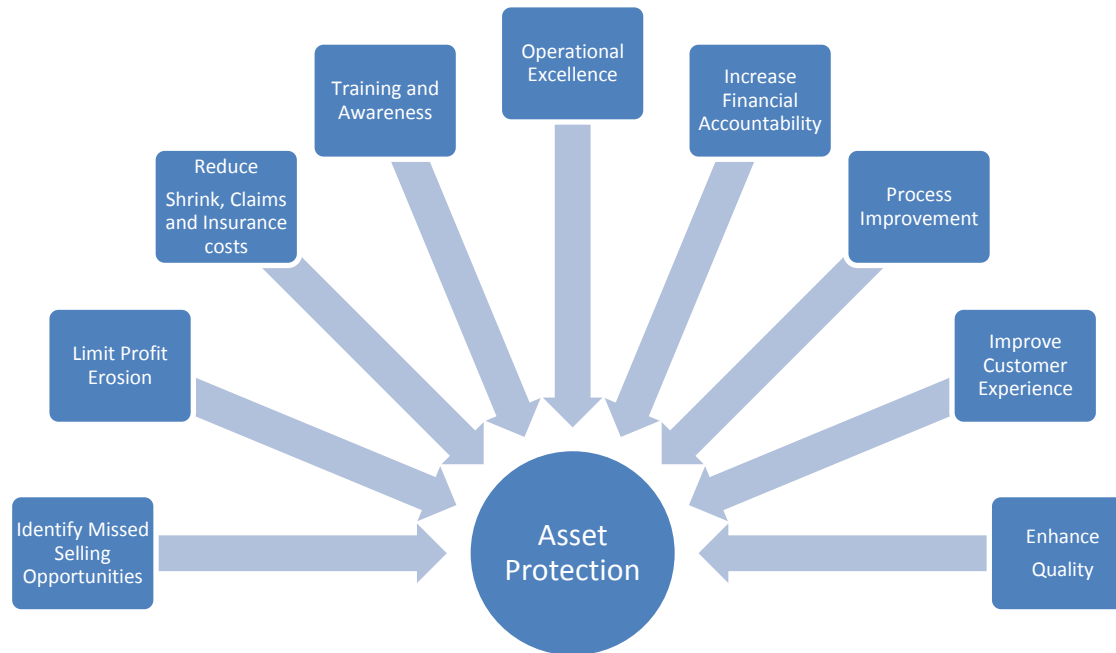
## Add Value!

Definition: Worth, merit or importance...

*“Every AP leader should offer services that provide a value the company cannot live without!”*

## Become The Profit Hub

*Amplify your profits, don't just protect them!*



By taking a holistic approach to profitability, we offer solutions to enhance the other departments primary functions rather than limiting ourselves to a traditional AP role. Insert yourself into the business!

# Patterning / EBR / Data Mining

## *Inventory Module*

- Shipped not sold
  - Product left in back room; missed sales opportunities
  - Product was stolen or nonproductive
  - DC Shipping Issue
- Unauthorized donations, known loss and salvage
  - Over Ordering / Over Production
  - Incorrect Inventory Adjustment
  - Lack of execution
- High Selling items with a sudden sales decline
  - Wrong items produced
  - Shelves not replenished
  - Poor ordering
- High and low known loss
  - Review outliers for execution and compliance issues
  - Analyze for selling and marketing (hyper-local)

## Patterning / EBR / Data Mining

*POS Module*

- Profit Erosion
  - Negative sales transactions
  - Incorrect Billing Set-up
  - Systemic Pricing Problems
- Internal Theft Resolution
  - Case count up
  - Case dollars up
- Improved Front End compliance
  - Created patterns specifically for the front end / customer service team
  - Proactively seeks training and execution opportunities
  - Identifies System set-up errors
- Improved Customer Service
  - Rings per minute
  - Refunds by item
  - Voids by item

# Change The Industry

# The future of store interaction

Define the way the entire company interacts with stores...

- Store Attributes
- Store Report Card
- Item Report Card
- Store Audit
  - (Smart Audit) Created from real data based on the specific store and time of visit
  - InstaKey
  - Short Audit
  - Detailed Audit
- Visit notes, Pictures and Video
- Calendar Integration
- Visit Recap



## Mobile Field App



# Questions?

