CUSTOMER SERVICE STUDENT WORKBOOK

**CHAPTER 3: STORE OPERATIONS**

**3.1 Understand the Basic of Inventory Controls**

**Purchase Order vs. Packing Slip**

**Inventory Management: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**This allows a retailer to:**

•Know the merchandise on hand at any given time and when it’s time to \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

•See how well a product is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to keep popular items available for customers.

•Answer customers’ questions \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Receiving**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Steps in Receiving Goods:**

**Step 1:**

**Step 2:**

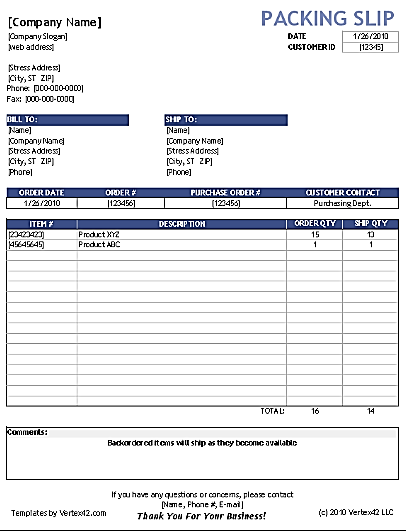
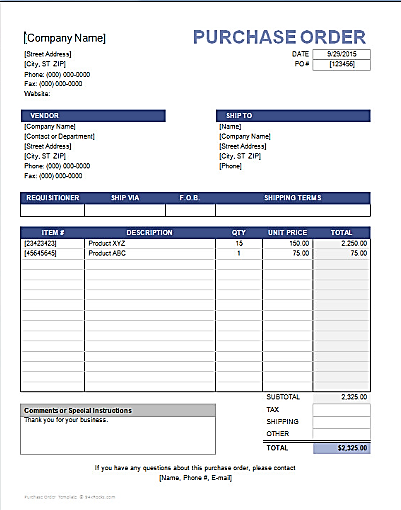
**Step 3:**

**Purchase Order: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Packing Slip: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\*\*\*COMPLETE EXERCISE 1: CREATING A PAPER TRAIL\*\*\***

*Label the following forms:*



*Answer the following questions regarding the two forms below:*

1. \_\_\_\_How many items were ordered?
2. \_\_\_\_How many items were delivered?
3. \_\_\_\_How many product XYZ’s were ordered?
4. \_\_\_\_How many product ABC’s were ordered?
5. \_\_\_\_The customer only had to pay for items he received so far.   
   What is that total?

**Pricing Inventory**

A retail store will have procedures in place that retail how merchandise is to be \_\_\_\_\_\_\_\_\_\_\_\_. This is something a sales associate might need to \_\_\_\_\_\_\_\_\_\_\_\_\_ if this is part of the job. Some retail stores may have stockroom personnel to review \_\_\_\_\_\_\_\_\_\_\_\_\_, price items and restock inventory. Some inventory may arrive with price tags already attached to the item. Your job as a sales associate is to pay attention to prices on new items, markups (price \_\_\_\_\_\_\_\_\_\_\_\_) and markdowns (price \_\_\_\_\_\_\_\_\_\_\_\_\_\_) so that you can efficiently serve your customer. Your job is also to restock shelves when needed.

Every store will have an *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* in place to help you locate items in the store and to re-order items when necessary.

**A \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ is one in which every time someone buys an item, the quantity is subtracted from the store’s total quantity of that item. This system is very helpful; however, it doesn’t account for broken or stolen merchandise.**

**A \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ is when the store will have its personnel go to each item in the store and count the number it has. This is more accurate and will help:**

•Ensure that an item’s total on-hand quantity at the store is correct

•Locate products that might have been damaged or expired (usually food items)

•Calculate **shrinkage** (items stolen from a store by customers or personnel)

•Verify the profitability of a store.

\*\*\*COMPLETE EXERCISE 2: PRICING INVENTORY\*\*\*

EXERCISE 2: PRICING INVENTORY

1. Where should you look to verify correct pricing when restocking newly received merchandise? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. What questions might you ask yourself before placing any incoming items on the floor? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**3.1 Understand the Basic of Inventory Controls**

**Locating Merchandise:**

* Monitoring inventory helps you easily \_\_\_\_\_\_\_\_\_\_\_\_\_ the items that your customers are interested in purchasing.
* If an item can’t be found on the sales floor/shelves, you should check the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ and the customer service desk. Return any items found at these locations to the \_\_\_\_\_\_\_\_\_\_ locations on the sales floor. You can also check the stockroom to see if merchandise is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to be put out.

**Handling Returned Merchandise:**

* With merchandise returns, exchanges or store credits, a sales associate must follow \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for entering these items into the store’s record system. This will keep the inventory records \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Before \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ an item that has been returned back to the shelves, you must examine the item and determine if it is in \_\_\_\_\_\_\_\_\_\_\_\_ condition. This may also require packaging and new price tags.

**Handling Returned Merchandise That is Damaged:**

If a customer returns a damaged item, it may be:

* Placed on \_\_\_\_\_\_\_\_\_\_\_
* Repaired
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the vendor
* Written off (taken as a loss for the business)

The manager will help you determine which is appropriate according to the store’s \_\_\_\_\_\_\_\_\_\_\_\_\_. Any paperwork associated with this kind of return should show the following:

* How the item was damaged (in shipping, in the store, by a customer, etc.)
* Whether a \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_is being initiated
* Date, item number, and description

**Returning Inventory to the Vendor:**

If an item that has been returned can’t be repaired or resold by the store, it might be:

* Given to charity
* Thrown away
* Sent to a liquidation center or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Returned to the vendor, sometimes called an RTV

Learn about the requirements in your store before completing an RTV. These might include

* Electronic devices must include original packaging and accessory items
* Your store may have to obtain a preauthorization number from the vendor
* The price tag or security device might need to be un-attached.
* Paperwork must be completed accurately according to the store or vendor’s specifications.

**List the Steps to Returning Merchandise to the Shelf**

Returned merchandise

Good Condition

Bad Condition

**3.2 Explore the Process of Merchandising**

**Arranging Merchandise & Maintaining Displays**

**Visual Merchandising**

**As if merchandising your store wasn’t keeping you busy enough, the reality is you should be maintaining your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, as well. By keeping your stockroom neatly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, your store will be more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in replenishing merchandise, locating products in the back while customers are waiting and keeping products from getting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The goal should be to have a clear, visible home for all categories of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as well as store accessories that include hangers, holiday decor, receipt rolls and much more.**

**There are a few key things you can do that will impact the efficiency of your inventory and overall stockroom organization. These include:**

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** **& \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** – Using bins to identify various things is a clean, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ way of keeping your stockroom from getting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. By identifying these bins with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you help control the chaos of inventory just piling up without a place to go. For example, you could have a bin labeled “returns” for items that need to be re-stocked or put back onto the floor. Other bin suggestions include “damaged items”, “return to vendor”, “store decor”, “promotional giveaways” and “hangers”. The list is endless based on your store’s unique needs.
2. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ –** Take advantage of the height your stockroom offers and have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ available for use. These shelves should be neatly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of product that are easily \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by signs and clear, clutter free organization. Identify the category areas with visible \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that all associates can easily read.
3. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ –** Even if you primarily work in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of your store, there is bound to be a time when you or an associate need to sit down in your stockroom area. This may be to complete some work details or to have a lunch break. Either way, make an area designated to support these types of situations so that areas not meant for this are kept tidy. Include drawers or shelving to hold excess paper, pens and other office supplies that your store needs.
4. **\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_–** A miniature refrigerator is a great \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to any retail stockroom. You may choose to stock it with drinks for your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and employees or simply use it to hold employees \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and leftovers. Either way, it’s a nice addition to have. The catch is to make sure it stays \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and food does not rot away inside of it. Have a 2 day rule to keep it clean and smelling fresh.
5. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_–** If you have the space, include a work table that can be  used for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ inventory. It will be great to use when new deliveries come in as well as to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ product that is ready for the sales floor, such as for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Keep this work table clean and clear of anything after each project is complete so that it’s ready for the next project without having to push things aside and create the start of a mess.
6. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_–** Store announcements, schedules and pictures need to go somewhere. A bulletin board is a great \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for this. You may need more than one to support your store needs, but at least one is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Having these by the desk are suggested since this is where most people will sit down for a bit and have the time to look at what is on the bulletin board. It also may be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to have a large bulletin board towards the stockroom exit that announce \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and other important store news.
7. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ –** Not everything will be suited for shelves or bins. Having hanging racks in the stockroom area can allow you to prep product accordingly. In addition, it can offer a designated space for employee coats.
8. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_–** There will be a time when you need to send something to a vendor, customer or just because. Have a specific area with all your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ supplies in one place so that you save \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ looking for everything and the process can be as quick and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as possible. Have packing tape, boxes, envelopes and packaging materials neatly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in bins or drawers that are clearly labeled.

**Arranging Merchandise & Maintaining Displays**

**Visual \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**-the art and science of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_products in the most \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ way possible in order to generate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, create \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and make \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Visual merchandising ranges from keeping shirts folded neatly on a shelf to using mannequins to create a larger \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to hanging signs in your store.

**Merchandising** appeals to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ than just the eyes. Great merchandising appeals to all of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_; sounds, smells, touching, tasting, and seeing. Displays can be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with music, scents, lighting and other environmental factors.

**Arranging the Merchandise**

The goal of merchandising is to maximize sales. Sales associates who work with merchandising will use the following areas of the store:

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**-have high \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and a valuable asset to use for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_merchandising.
2. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**-use windows to set the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for an event or sale. Windows also allow \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ light to come into the store which may \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ visual merchandising.
3. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**-can set the mood and show what the item looks like in a customer’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_. Dramatic lighting can be created using \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that draw \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to particular items of merchandise.
4. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-**when it moves, it catches customers’ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Some products \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ when they are in use. Put them in motion. If the item doesn’t move, maybe having something as simple as tying ribbon to a small fan can add motion and draw \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
5. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-** products that are normally low in cost   
   and placed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the cash register which “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” a customer to buy. Think about where the candy and gum are when you check out of a grocery store.
6. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**-any display that targets a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ time of the year is considered \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. These displays need \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ restocking and straightening.
7. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** -wider, easy-to-maneuver aisles benefit all customers and make the shopping experience more pleasant. Store aisles must comply with the Americans with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Act which means they must be wide enough for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Entrances and Exits must be handicapped accessible.

**\*\*\*Complete Exercise 6: Walk-Through and Exercise 7: What should you do? \*\*\***

SCAVENGER HUNT - Homework

Visit two retail stores that are direct competitors with one another and compare their merchandising.

|  |  |  |
| --- | --- | --- |
| MERCHANDISING | STORE 1:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | STORE 2:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Sounds/Music |  |  |
| Smells/Scents |  |  |
| Lighting |  |  |
| Displays |  |  |
| Employees Attire |  |  |
| Overall look |  |  |
| Overall feel |  |  |
| Demographics of the Target Market |  |  |

**3.2 Explore the Process of Merchandising**

**Arranging the Merchandise**

**Displaying Merchandise to Maximize Sales**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Walls** | **Windows** | **Movement** | **Accessibility** |
| Useful b/c |  |  |  |  |
| Example |  |  |  |  |

|  |  |
| --- | --- |
| **Lighting** | |
| Dim lighting | Dramatic lighting |
|  |  |

|  |  |
| --- | --- |
| **Retail Store** | **Impulse** |
| Shoe Store | Shoe Laces, Shoe cleaner, Socks |
| Grocery Store |  |
| Phone Store |  |
| ClothingStore |  |
|  |  |
|  |  |
|  |  |
| **Season** | **Seasonal Items** |
| Christmas |  |
| Crawfish |  |
| School | School supplies, backpacks, locker mirrors, etc. |
| Hurricane |  |
|  |  |
|  |  |
|  |  |

**3.2 Explore the Process of Merchandising**

**Suggestive Selling Through Merchandising**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**-a sales technique used by sales associates to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the purchase amount of the customer. Example: At McDonalds—”*Do you want fries with that*?”

You can also do suggestive selling in your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. When you arrange your merchandise, do so by putting \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ items together in the display.

Example: With a pants display, add socks or a belt; with a shoe display, add some socks or shoe care products; with ice cream, add toppings, with an entrée’, add a side dish, etc.

**Complimentary Items**

Dress

Shoes

Earrings

Purse

Necklace

Camera

Beach

Towel

**Lifestyle Merchandising**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**-a sales technique similar to suggestive selling but where you think of how the customer will be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the product. With that in mind, create a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ around the mental picture.

Example: a table display might include placemats, napkins, silverware, plates, serving dishes, candlesticks and a decorative centerpiece. This shows customers how that table could look in their home. The furniture store “Rooms to Go” do an excellent job of this by putting together entire rooms of furniture.

**Maintaining the Displays**

Your merchandise displays get touched and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ everyday by customers. Because of this, the sales associate must

* Look for purchase \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and anticipate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ supplies on popular items before the stock is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on the sales floor
* Reorganize products to fill “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” in the displays
* Straighten product displays that have become \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Regularly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ advertised or seasonal items.

**TIP: Retailers know that merchandise gets \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by customers, so they put \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ merchandise up front and light-colored \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ away and out of reach of customers as they will tend to show the effects of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ over time**.

**When restocking**: Be sure to display all variations of a product (color, size, model, etc.)

Make sure that advertised merchandise is placed in a way that makes it easy to locate

* Confirm signs and price tags are correct
* Rotate any perishable items such as cosmetics, candy, medications, etc.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_-**items that have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ dates. Use the “First In, First Out” or FIFO method of inventory control. Examples of perishables include:

* Food
* Candy
* Beverages
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Dismantling and Replacing the Displays**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**-items used to help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ products. These can include shelving, racks, hangers, mannequins, showcases, jewelry displays, etc.

Display fixtures do not last forever and will need to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Some displays must be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and reassembled which can cause wear-and-tear.

**3.3 Loss Prevention**

**Shoplifting Red Flags**

**Preventing Theft**

**The 2 types of loss are from or from\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**Shrinkage**-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Example: If the perpetual inventory reports that there are 3,261 items of a product on hand, but a physical inventory shows that there are only 3,248 on hand, there is an inventory \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of 13 items.

**What causes shrinkage?**

* Theft by employees
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Inventory Counting Errors
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Vendor Fraud
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Perishability

Items Frequently Stolen:

* Batteries
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Over-the-counter pain relievers
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Trendy and fad items
* Small, easily concealed items such as costume jewelry
* “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” merchandise (name brand items with prominent logos)

Errors can happen simply by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ merchandise when it comes into the store. Sometimes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can be caused by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and not caught at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, such as a shipment of 200 belts and only 198 are in the box.

**Realize that as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, store profitability \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which could mean the store could go \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. It could also mean there’s no revenue available to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with raises or bonuses or \_\_\_\_\_\_\_\_\_\_\_\_\_\_ additional personnel to help on the sales floor.**

**The Associates Role in Loss Prevention**

Sales associates play an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ role in \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, carefulness in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and in keeping an \_\_\_\_\_\_\_\_\_\_\_\_ on customers, the sales associate can help fight against \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Shoplifting Red Flags**

Shoplifting and Employee Theft include:

* Taking an item from a store without paying for it
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Intentionally paying less than the sale price
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Transferring an item from one box to another in order to pay less for it.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* Intentionally using an illegitimate payment method (someone else’s credit or debit card, a fake check

Signs You Might Notice From a Potential Shoplifter:

* Loitering
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Suspicious eye movements
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Empty bags
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* People wearing seasonably inappropriate clothing

**Steps to Take Before Stopping or Detaining a Person Suspicious of Shoplifting**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Monitoring Floor Merchandise and Reporting Inventory Loss**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**- tools that are used by stores which \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ theft. These devices include \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ tags, Nonelectronic \_\_\_\_\_\_\_\_\_\_\_\_\_\_ tags, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, Closed-Circuit \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, locking mechanisms, Security gates, etc. Security devices allow the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to be out in the open where customers can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the merchandise.

**Managing Fitting Rooms**

You can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the chance of a shoplifter stealing but \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ any \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. You can do this by monitoring the fitting rooms and by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that can be brought into a fitting room.

**Armed Robberies**

**In the event your store is robbed during an armed robbery (one in which there is a weapon used), you should:**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Don’t resist or take chances
* When robber leaves, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the incident to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, security and management.
* When security and police arrive, describe the incident \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, including a\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and any distinguishing clothing or characteristics of the robber.
* If you are asked to provide a written report, do so immediately while it’s fresh on your mind.

**Preventing Fraud**

**Fraud**-\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Some common types of fraud are**

* Stolen \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ cards
* Stolen or bad\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Package switching
* Refund fraud/abuse

**Section 4.4**

**Reporting Safety Problems**

**Some stores have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ personnel to clean up spills, broken glass or other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that could result in injuries to customers or employees. It is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ job to keep an eye out for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Some more common conditions to look out for are:**

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Unattended electrical cords
* Unprotected electrical outlets
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Cluttered walkways
* Icy patches in refrigerated storage areas
* Dark, uneven and wet parking lot surfaces

**Following Emergency Procedures**

**Workplaces should provide all employees with an \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that should include:**

* A posted list of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on finding and using\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of fire\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and fire \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* An \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ plan for the building along with where to assemble outside of the building
* Specialized equipment that might be needed in an emergency and how to use it (ex. A defibrillator for someone having a heart attack)
* A\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for what to during a natural disaster such as an earthquake, tornado, etc.

**Giving First Aid and Handling Accidents**

**Every business should have a first aid kit \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_ that include bandages, scissors and latex gloves.**

**Training should be provided to employees on**

* Taking care of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ injuries and any other on-site first aid
* How to get help if someone is hurt or needs an ambulance
* To\_\_\_\_\_\_\_\_\_\_\_\_\_\_to report and incidents

**When there is a need to give first aid or to handle a workplace accident, an employee should:**

* Be aware of the store’s emergency \_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by having basic first aid training
* Be\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in handling yourself and the situation

**Maintaining Accurate Records**

A retail store must have a way to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ any incident that occurs on its premises.

Employees should use the appropriate form to put in writing the\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of what happened. The form should include a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the injury or accident, how it was \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ it occurred, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and their contact information

These reports will \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the company, the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and will be used by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ companies and/or lawsuits. They will also serve the purpose of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ future incidents.

**Preventing Injuries - Proper Lifting Techniques**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ injuries are one of the most common injuries for retail workers. Employees can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ themselves from these injuries by practicing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.