



OUTLET MANAGEMENT

F-1 Staff Management

The Boutique Manager and Health & Beauty Supervisor takes care of the well-being of the staff in the Boutique and performs administrative duties such as rostering, leave approval, Medical Certificate, as well as arranging for temporary staff. On top of this, the Boutique Manager is in-charge of the staff discipline, staff motivation and staff training.

F-1-1 Roster Planning

In drafting the **Duty Roster** (Refer to BOM Appendix 12), the Boutique Manager and Health & Beauty Supervisor would need to take into account the following:

- Leave requests
- Crowd forecasting – More staff may be deployed during major festive holidays. Likewise, less staff may be needed for duty during non-peak periods on a regular weekday
- Anticipated busy periods
- Urgent leave/medical leave
- Deployment of staff to assist other outlets in urgent need of manpower

KINOHIMITSU
FREEDOM TO LIVE

Boutique Manager should also ensure that staff's details are on hand, especially for instances where temporary changes to manpower is required

F-2 Outlet Performance and Competitiveness

As outlet sales staff come into direct contact with customers day after day, they are encouraged to pay attention to customer's buying behavior. Boutique Manager and Health & Beauty Supervisor are expected to provide updates and recommendations to any issues or during the monthly retail meeting. As a start, the Boutique Manager and Health & Beauty Supervisor would need to be observant of the following:

- Observation of customers – Understand what appeals to customers of different age groups, understand customers' buying behavior
- Communicating with customers – Strike up a conversation with customers and find out what appeals to them and what they would like to see in the outlet

F-3 Outlet Security

F-3-1 Theft/Shoplifting

- Shoplifting/theft is a criminal act, and any persons caught shoplifting will be reported to the Police. Staff caught shoplifting will be immediately terminated
- In the event of suspected shoplifting/theft, alert the security personnel and local police immediately, followed by the Boutique Manager or Health & Beauty Advisor and the local HQ
- In the event that the shoplifter/thief attempts to leave the outlet prior to the arrival of the police/security personnel, detain the suspect in a soft but firm tone and escort him/her to a corner of the outlet

- Ensure that no one (including customers and staff) leaves the outlet prior to the arrival of police or security personnel

F-3-2 Break-ins

- Inform the police and the landlord office (for break in that occurred during closing hours)
- Ensure that no one (including staff and customers) enters the outlet prior to the arrival of the Police
- Conduct an immediate stock check and provide a detailed list of stolen items to the Boutique Manager, or, Health & Beauty Advisor and HQ
- Resume operations only upon approval from the Boutique Manager or Health & Beauty Supervisor and the Police

F-3-3 Stock Shrinkage

- Stock shrinkage due to employee theft shall be regarded as a criminal act, and any persons caught stealing merchandise will be reported to the Police
- Any staff that is caught stealing merchandise or suspected to be abetting such criminal activities will be terminated without notice, and shall be handed over to the Police

To prevent and minimise stock shrinkage, an informal stocktake may be conducted monthly.

APPENDICES

- 1 **BOM Appendix 1 – Customer Feedback Form**
To record customer's feedback about goods and service.
- 2 **BOM Appendix 2 – Daily Product Sales Report**
To record sales made from day-to-day operations.
- 3 **BOM Appendix 3 – Daily Product Sales Summary**
A summary of sales made from day-to-day operations.
- 4 **BOM Appendix 4 – Daily Counter Sales Report by Month**
To record sales made from day-to-day operations.
- 5 **BOM Appendix 5 – Daily Stock Movement**
Documentation of daily stock movements of item.
- 6 **BOM Appendix 6 – Stock Order Form**
Serves as a form for stock requisition when inventory is low.
- 7 **BOM Appendix 7 – Return and Transfer form**
Serves as a form documenting the all items for inter-outlet transfer or any return of wrongly-delivered or defective items.
- 8 **BOM Appendix 8 – Monthly Stock Check List**
To be used to record inventory levels for manual counting during the monthly stocktake.
- 9 **BOM Appendix 9 – Monthly Stock Balance**
The consolidated inventory levels record to be submitted to HQ after the monthly stocktake.
- 10 **BOM Appendix 10 – Mocktail Preparation**
Shows procedures of preparing different Kinohimitsu drinks.
- 11 **BOM Appendix 11 – Wastage Form**
To be used to record the unconsumed Kinohimitsu drinks at the end of the day.
- 12 **BOM Appendix 12 - Duty Roster**
To be completed by Boutique Manager and Health & Beauty Advisor after

discussion with staff on their availability.