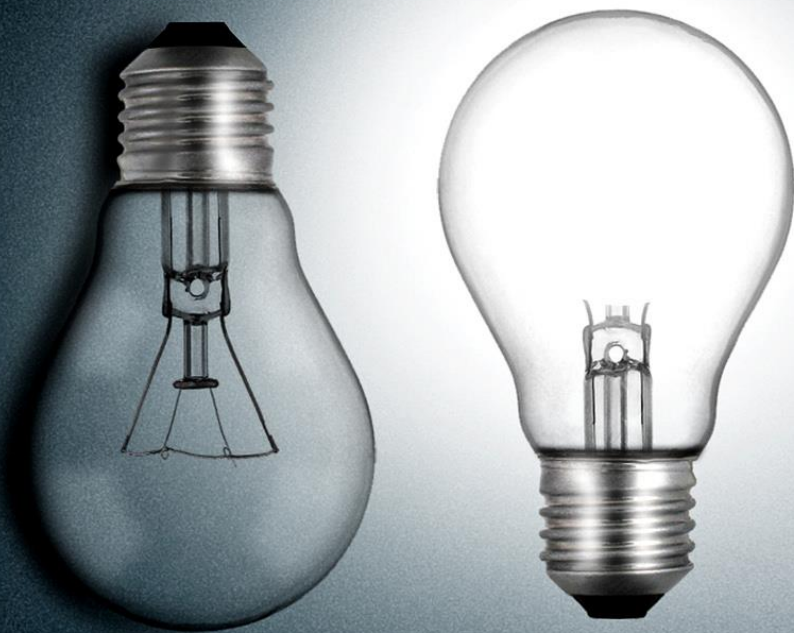


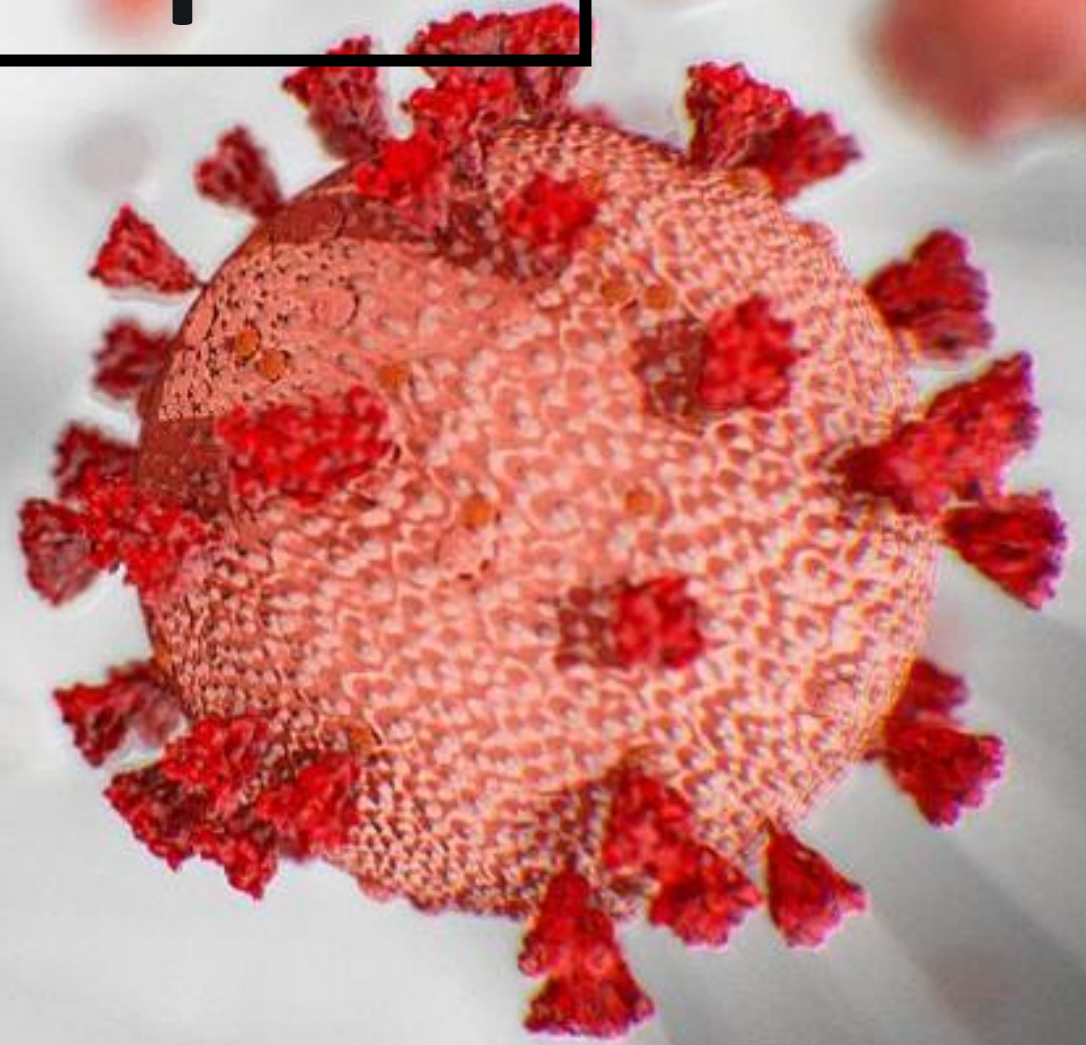
INTELLI SHOP



A Disruptor's Approach To Loss Prevention



Unintentional Disruption



Presenters



Michael S. Mershimer

President, Brand Standards &
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Client Development

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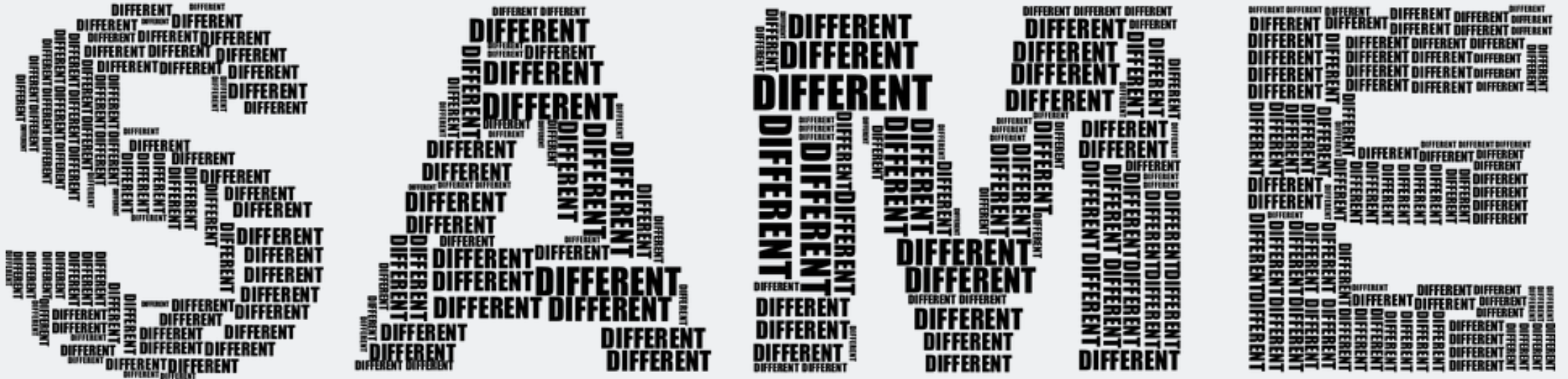
Be a Disruptor

“To be a disruptor is to create a product, service, or way of doing things which displaces the existing market leaders and eventually replaces them at the helm of the sector. Disruptors are generally entrepreneurs, outsiders, and idealists rather than industry insiders or market specialists”

Benefits of Being Disruptive

- Reduced Payroll and Expenses
- Increased Visit Frequency
- Improved Culture
- Increased Case Resolution
- Reduced Shrink Dollars
- Annual Sales Increase
- Profit and Loss Improvement
- Internal Team Productivity





In the past **30 Years** LP results have not changed significantly



change

the way
you think

These Work?





Inventory Management

Mismanaged
Markdowns,
damaged
goods, or waste
not accounted
for



Reporting and Accounting

Accounting for
proper capture
of Omnichannel
Sales



Customer Management

Focus on CX
results in
loyalty,
retention,
revenue and
satisfaction



Point of Sale

Cash Loss,
Mismarked or
changed
product,
Discount Abuse



Employee Management

Recruiting,
Hiring, Training,
and Retaining
employees that
care

Loss is a holistic problem

Clear Thinking



Lose



Sell

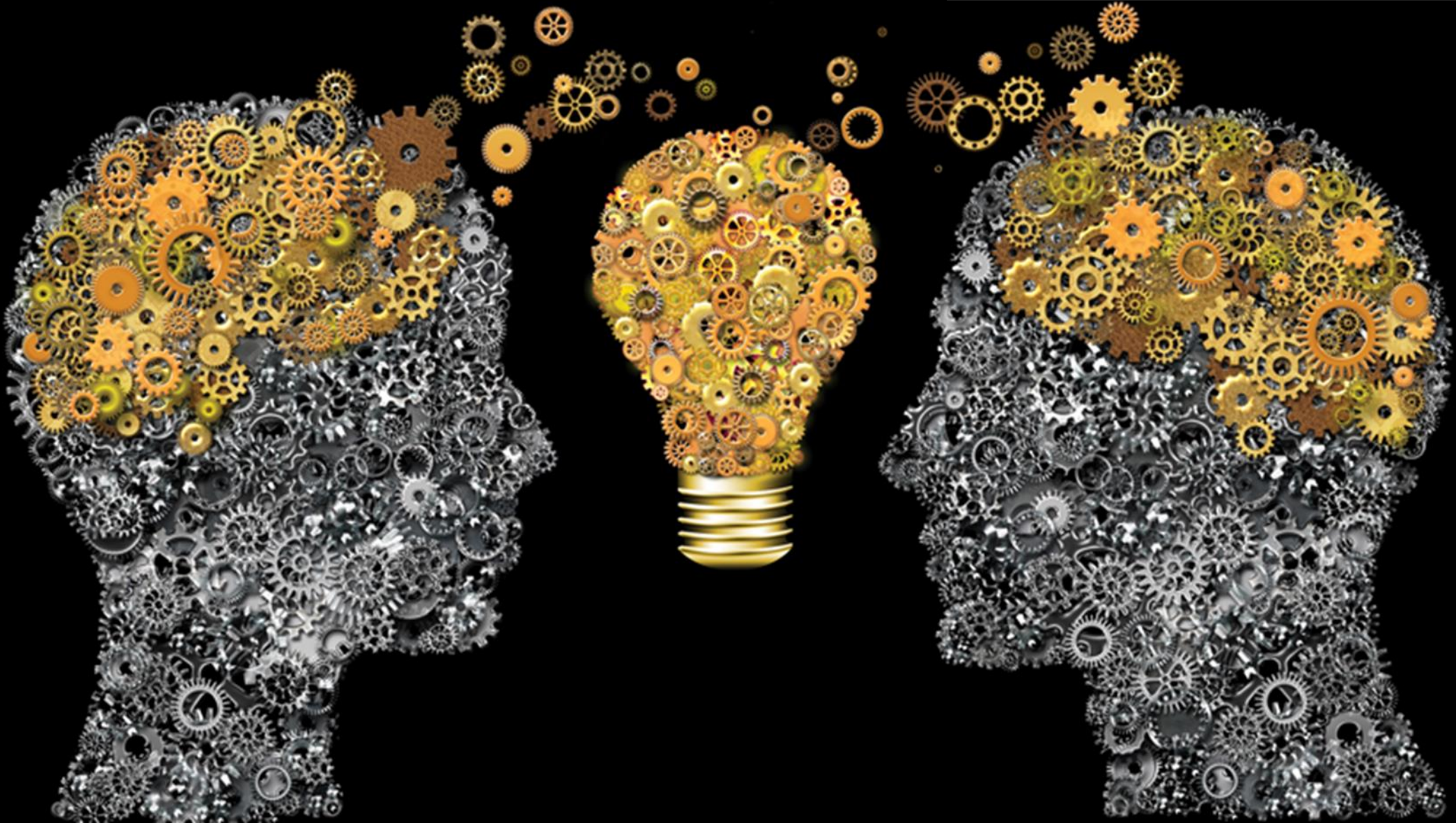
Your Bigger Problem

80%

FOCUS HERE

20%

Think Tank





Change Your View

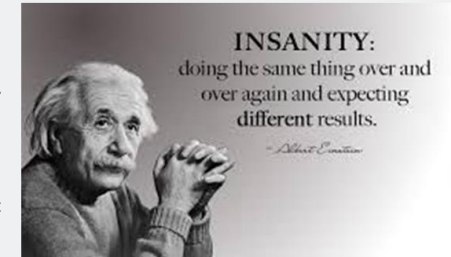
1. **THINK!**
2. **Operate smaller**
3. **Accountability**
4. **Leverage a third party service provider**
5. **Clear Thinking Group**
6. **Change from Loss Prevention to “Profit Protection”**
7. **Measure all Metrics that erode Profit**
8. **IntelliShop**

The Power Of Knowledge

“Create an approach, or way of doing things which displaces the existing market leaders...”



When Albert Einstein uttered this famous sentence he may have been speaking about any one of several topics: quantum mechanics, mass-energy equivalence, or the photon theory of light. At one point Einstein was at the center of controversy after endorsing a popular psychic in 1932, and he himself was considered to be a “mentalist.” Perhaps, Einstein was indeed able to peek into the future and decided to forecast what the state of the retail loss prevention industry would look like 65 years after his death.



About the Author

Mike Mershimer



Mike Mershimer is a globally recognized speaker and advisor to global brand Executives. He is the past President of MSPA-Americas, and sat on the MSPA Global Board of Directors.

Mike has been a member of the National Restaurant Association's Internal Audit and Loss Prevention Executive Study Groups, where he has served as past chairman of both groups, the Association of Certified Fraud Examiners and the National Food Service Security Council, where he is a past Board Member.

The National Retail Security Survey is published each year by the National Retail Foundation and is completed in partnership with Dr. Richard Hollinger and his students at the University of Florida.



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Thank you.

Leadership



Michael S. Mershimer

President, Brand Standards & Compliance
IntelliShop
Wilmington, North Carolina

[Linked In Profile](#)

Experience:

30 + Years

Specialties:

Loss Prevention, Security Management Consulting, Investigation, Franchise compliance, Audits, Mystery and Integrity Shopping

Sector Specialties:

Retail, Restaurants, Hospitality, Corporate

Michael Mershimer has held Senior Executive positions with Allied Domecq Quick Service Restaurants (Dunkin' Donuts, Baskin-Robbins, Togo's Eateries), Auto Palace, Bath & Body Works, and Carlton Cards Retail, Inc.

Over the past thirteen years, he has created and managed loss prevention and Royalty Assurance programs for several of America's Favorite Brands, including Quizno's Sub, Mrs. Fields Famous Brands, Papa Murphy's Pizza, Friendly's Ice Cream, and others.

Mr. Mershimer is a Licensed Private investigator, and has been an active member with the American Society of Industrial Security (ASIS), the National Restaurant Association's Internal Audit and Loss Prevention Executive Study Group's, where he has served as past Chairperson for both, the Association of Certified Fraud Examiners and National Food Service Security Council, where he has served as a member of the Board of Directors.

Leadership



Tony Boncore

Sr. Director Client Management
IntelliShop
Charlotte, North Carolina

[Linked In Profile](#)

Experience:

20 + Years

Specialties:

Brand Standards Compliance, Profit Protection Strategy;
Loss Prevention/Assets Protection; Crisis Management,
Consumer Behavior; Retail/Restaurant Operations – Omni-
Channel

Sector Specialties:

Retail, Restaurants, Hospitality, Corporate

With over 20 years' experience Tony had the opportunity to work for Fortune 50 businesses and has consulted with many of the top National restaurant chains. He has held leadership positions at Target Corporation, Belk Department Stores, Steritech, and Restaurant Technologies Incorporated. In his professional career he has been responsible for assisting in or leading the design and roll out of full-scale company programs.

Tony's expertise focuses on consumer trends and behavior, Retail and Restaurant operations including Omni-Channel methodologies; Profit Enhancement procedures including location based operations, loss prevention, safety and crisis management.