

# Fayetteville Police Department

*Presents*

## The Business Crime Prevention Guide

A composite graphic for the Fayetteville Police Department. On the left, the word "ONE." is written in large, bold, black letters on a yellow background. Below it is the "City of Fayetteville North Carolina POLICE" logo. In the center is a yellow and black triangular shield with "Fayetteville North Carolina POLICE" written inside. To the right is a police badge with "POLICE OFFICER FAYETTEVILLE POLICE 2003" on it. At the bottom, the website "FAYPD.COM" is displayed in yellow on a black background, and the slogan "ONE AGENCY. ONE COMMUNITY. ONE FAMILY." is written in black on a yellow background.

## Crime Prevention Unit

467 Hay Street  
Fayetteville, NC 28301

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## The Fayetteville Police Department App

The Fayetteville Police Department launched a mobile app in February of 2018. The mobile app is FREE to download and is available for Apple and Android users in the app store. To download, simply launch your app store, search 'FayPD,' and click install.

By downloading the app, you'll be able to view our community calendar, media releases, submit and view police reports, receive push notifications concerning major incidents, and much more! Stay connected with us and download the FayPD app today!



Crime Prevention Unit

# Business Watch Programs

## Programs

Through crime prevention, business owners can protect their assets as well as their employees. Business Watch programs deter and detect crimes and diminish opportunities for crime. This strategy reduces many types of crimes, including shoplifting, theft, burglary, purse snatchings, and vandalisms against businesses. Just as citizen preparedness and participation in Community Watch programs have led to a reduction of crime in residential areas, this strategy can also reduce crime against businesses.

## What is a Business Watch?

A Business Watch primarily establishes links among businesses, between themselves, and with the police department. Businesses take systematic steps to reduce opportunities for crimes in and around their business locations. It includes training business personnel to be the eyes and ears for the police. In Business Watch areas, Crime Prevention Specialists and business leaders assist business owners, operators, management, and employees in reducing crime.

Business Watch programs often have a manager act as the contact person for a participating business. Crime Prevention Specialists are assigned to be the liaison with the Business Watch group. The local Chamber of Commerce or other civic groups may also participate, lending extra eyes and ears.

To speak with a Crime Prevention Specialist to schedule a meeting and to assist with any questions please contact your Crime Prevention Specialist today.

# Organizing a Business Watch

Modeled after the Neighborhood Watch concept, Business Watch seeks to reduce commercial crime and the fear of crime from both the customer's and the business owner's point of view. There are important concepts behind Business Watch that business owners can use to prevent crime.

- Be alert and report suspicious behavior to law enforcement immediately, even if it means taking a chance on being wrong.
- Develop a telephone tree to share information with neighboring residents and businesses. Should a problem develop, each business is responsible for calling one or two others on the tree.
- Aggressively advertise the Business Watch group. Post signs and stickers saying that the neighboring block of businesses is organized to prevent crime by watching out for and reporting suspicious activities to law enforcement.

## Community Partners

Key partnerships are those among the business and business people themselves and their organization and leaders. They, in turn, form a key partnership with the local police department, and especially with its crime prevention or watch liaison officers. Other partners can be the local citizens' association, churches, Chamber of Commerce, or other groups interested in a safe and prosperous business base in the community. Chambers of commerce exist in thousands of communities. They can help start a Business Watch, offer crime prevention information to area businesses, or organize seminars on *hot* topics, such as bad checks or credit card fraud. Chamber of Commerce or other civic groups may also participate, lending extra eyes and ears.

# Organizing a Business Watch

## Business Associations

Merchants may join together to address a problem that directly impacts their business operations. Increased partnerships between business groups, private security, and law enforcement can enhance efforts to protect commercial areas.

## Community Associations

Business groups can find effective partners in community and neighborhood associations. Both groups have a strong stake in thriving residential and commercial areas. They are often well versed in strategies for securing physical improvements such as street lighting or road repairs.

## Signs of Success

Police departments have documented significant reductions in reported crime where Neighborhood or Business Watch programs are instituted.

## Potential Obstacles

Sometimes it takes time to convince busy business owners that they can, to a large degree, control the incidence of crime in and around their operation. It can be difficult to keep businesses active in Business Watch when the costs and threat of crime have been reduced.



Crime Prevention Unit

# A Foundation for Prevention

## Premise Security

Business owners should take a hard look at their businesses in areas such as physical layout, number of employees, hiring practices, and overall security to determine vulnerability to various kinds of crimes. Once this step has been taken, crime prevention measures can be taken. A Crime Prevention Specialist can assist you with a security survey.

## Crime Prevention Measures

- Reporting crime effectively, observing, and reporting to police on crimes and suspicious activities that could lead to crime.
- Establish and enforce clear policies about employee theft, employee substance abuse, crime reporting, opening and closing the business, and other security procedures.
- Provide training for all employees on security procedures.
- Use good locks, safes, and alarm systems. Refer questions about the best products available to local law enforcement officials.
- Keep detailed, up-to-date business records, such as inventories and banking records, and store back-up copies off of the premises. If a business is ever victimized, the owner can assess losses more easily and provide useful information for law enforcement investigations.
- Engrave all valuable office equipment, such as cash registers, printers, and computers with an identification number such as a tax identification, license, or other unique number. Check with the Crime Prevention Unit for recommendations.

# Prevention

## Burglary Prevention

- Make sure all outside entrances and inside security doors have deadbolt locks. If padlocks are used, they should be made of steel and kept locked at all times. Remember to remove serial numbers from locks to prevent unauthorized keys from being made. All outside or security doors should be metal-lined and secured with metal security crossbars. Pin all exposed hinges to prevent removal.
- Add security measures to impede criminals, detect criminal activity and communicate with the police; and self-protection. Learn to recognize dangerous situations.
- Windows should have secure locks and burglar-resistant glass. Consider installing metal grates on all windows except display windows or use grates that can be secured after the business closes.
- Remove all expensive items from window displays at night and make sure law enforcement officials can easily see into the business after closing.
- Light the inside and outside of the business, especially around doors, windows, skylights, or other entry points. Consider installing covers over exterior lights and power sources to deter tampering.
- Check the parking lot for bright lighting and unobstructed views.
- Keep the cash register in plain view from the outside of the business, so law enforcement can monitor it at all times. Leave it open and empty after closing.
- Be sure the safe is fireproof and securely anchored. Remember to change the combination when an employee who has had access to it leaves the business.
- Before investing in an alarm system, check with several companies and decide what level of security fits the needs of the business.
- The Crime Prevention Unit offers free Business Security Surveys to provide safety and security recommendations.



# Prevention

## Robbery Prevention

Robbery doesn't occur as often as other crimes against businesses, but the potential for loss can be much greater from a single incident. Robbery involves force or threat of force and can result in serious injury or death.

- Robbery prevention: eliminating "easy prey" crime opportunities; Most experts agree that, upon being confronted by a robber, you should cooperate with them. Merchandise and cash can always be replaced — people can't!
- Employees should greet every person who enters the business in a friendly manner. Personal contact can discourage a would-be criminal.
- Keep windows clear of displays or signs and make sure the business is well lighted. Check the layout of the store to eliminate any blind spots that may hide a robbery in progress.
- Provide information about the security systems to employees on a "need-to-know" basis only.
- Instruct employees to report any suspicious activity or person immediately and write down the information for future reference.
- Keep only small amounts of cash in the register to reduce possible losses. Use a drop safe into which large bills and excess cash are dropped by employees and cannot be retrieved by them. Post signs alerting would-be robbers of this procedure.
- Make bank deposits often and during business hours. Don't establish a pattern; take different routes at different times during the day.
- Ensure the address is visible so emergency vehicles can easily find the business.
- Secure the property. Ask Crime Prevention Specialists to conduct a security survey of the business. Ask for advice on lights, alarms, locks, and other security measures.
- Ask local law enforcement what to do in the event of robbery. The Crime Prevention Unit offer free Robbery Prevention Surveys in an effort to provide prevention measures.

# Prevention

## Shoplifting

Retailers lose billions of dollars in sales due to the four major sources of shrink: vendor fraud, administrative errors, shoplifting, and employee theft—the last two accounting for the vast majority of losses.

- Shoplifting impacts more than the offender. It burdens the police and the courts, adds to a store's security expenses, costs consumers more for goods, costs communities lost dollars in sales taxes and hurts children and families.
- Shoplifters steal from all types of stores including department stores, specialty shops, supermarkets, drug stores, discounters, music stores, convenience stores, and thrift shops.
- There is no profile of a typical shoplifter.
- Many shoplifters buy and steal merchandise in the same visit.
- Shoplifting may not be a premeditated crime.
- Some shoplifters are *professionals* who steal solely for resale and profit. This is referred to as Organized Retail Theft.
- The excitement generated from *getting away with it* produces a chemical reaction resulting in what shoplifters describe as an incredible rush or *high* feeling. Many shoplifters will tell you that this high is their true reward, rather than the merchandise itself.



# Prevention

## Shoplifting Prevention

Loss Prevention experts agree a crucial way to prevent shoplifting is to have well-trained and alert employees who know how to spot a potential shoplifter. Employees need to watch for customers who:

- Avoid eye contact
- Appear nervous
- Wander the store without making a purchase
- Leave the store and return repeatedly
- Linger in a location that employees have a hard time monitoring
- Constantly keeps an eye on store employees and other customers.

In addition to training your employees to spot shoplifters, general shoplifting-prevention techniques include:

- Greeting all customers.
- Asking lingering customers if they need help.
- Knowing where shoplifting is most likely to occur in your business.
- Using a log to share suspicions about shoplifters among employees.
- Displaying signs that state “Shoplifters will be prosecuted.”

When shoplifting is suspected, it’s crucial for your employees to know how to handle incidents.

- Never directly accuse anyone of stealing, inform business security instead.
- Give the person a chance to pay for the item they *forgot* to pay for by asking, “Are you ready to pay for that?” or “Can I ring you up?”
- Never try to physically stop a shoplifter.
- Call 911.

*This list is to be used as a guide only. Always exercise the utmost caution when dealing with shoplifters and suspicious activity.*

# Prevention

## Vandalism Prevention

- Clean up vandalism as soon as it happens — replace signs, repair equipment, paint over graffiti. Then, use landscape designs, building materials, lighting or fences to discourage vandals. Prickly shrubs, closely planted hedges and hard-to-mark surfaces can be effective in many circumstances.
- Work with law enforcement to report vandalism. Remember, vandalism is a crime.
- Protect the business by installing and using bright lighting and locking gates.
- Include young people in all vandalism prevention efforts.
- Install surveillance cameras on the exterior of your business.
- Place signs on your business stating surveillance cameras are in use.
- Place no trespassing after business hours signs on the exterior of your business.

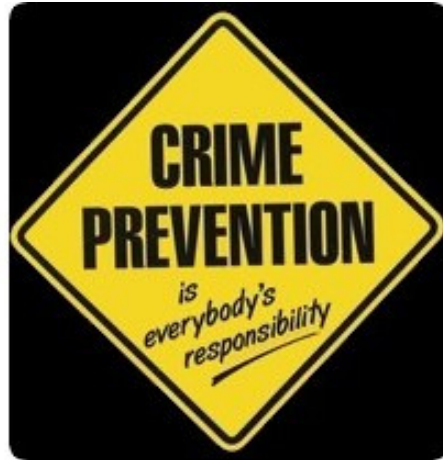


# Prevention

## Employee Theft

Employee theft is a bigger threat to the bottom line than shoplifting. Experts agree the best defense is a watchful eye. Of course, there's no way to completely protect yourself against shoplifting and employee theft, but if you make customers and employees aware you are keeping a close eye on your business, experts say that's the first and most critical step in shrinking your shrink. Try the below strategies.

- Stop by your store without warning. Make periodic (yet randomly timed) unannounced visits to each and every retail location.
- Spot check inventory/drawer. During unannounced visit checks on inventory, do a register check. Pick a few products and check physical inventory against inventory sheets. If possible, run a cash drawer reconciliation. Let employees know that management is keeping an eye on the business operation.
- Have an inventory tracking system. Use a system that tracks inventory automatically or at a minimum, use paper based inventory tracking sheets to send a signal to employees that inventory is being monitored.
- Train employees and provide all employees with training on theft prevention, both shoplifting and employee theft. Discuss the ways the company is prepared to detect either.
- Encourage anonymous tips and publish a phone number for employees to call and leave an anonymous message if they suspect a co-worker of stealing a product or cash. If employees are aware their co-workers are watching and could report them, they will be less inclined to get sticky fingers.
- Check deposits and determine if the deposit numbers match the sales figures. Also check that deposits are being made routinely and when expected. If deposits are typically made every day and then suddenly they are being made every other day, find out why.
- Watch the "no sales." If a typical day's no sale tally is four, but every time a particular employee works the tally is ten, there may be a problem.



**Fayetteville Police Department**

**[www.FAYPD.com](http://www.FAYPD.com)**

- **Records Department** (To file a police report) 910-433-1529/910-433-1530
- **Patrol & Investigative Bureau** 910-433-1885
- **Citizen's Police Academy** (Training Center) 910-433-1903
- **Download "FayFixIt"** on your mobile device to report non-police related matters directly to city personnel! Report items such as over grown lawns, street light outages, damages or missing signs, street or sidewalk maintenance, and more!



**Crime Prevention Unit**

Attach Business Card Here