

# Marmaxx

## LOSS PREVENTION PROGRAM

### BACKGROUND

The Marmaxx Group operates a number of large retail chains including Marshalls and T.J. Maxx. They wanted a single program that engaged their 80,000 employees in loss prevention, yet maintained the look and feel of their distinctive brands.

### SOLUTION

mPower Communications developed the *I.M. The Solution* (Inventory Management) program, which encouraged employees to take notice of shrink and make loss prevention a personal priority. Each program topic incorporates the I.M. theme, helping employees make a personal connection, as in “I.M. Honest” and “I.M. Empowered.”

### OUTCOME

Since the *I.M. The Solution* program began in 2000, Marmaxx has experienced continued decreases in shrink. They have also seen a positive response from managers and associates, who have embraced the *I.M. The Solution* program and brand.

