



The Navy Working Uniform is a top seller in the uniforms area.

ACCESSORIES, LIGHTING PRODUCTS ILLUMINATE TACTICAL CATEGORY

the all-purpose gloves; three-day assault packs; rescue-rigger belts; SureFire Executive Defender lights; Princeton Tec headlamps; and Rite in the Rain field books. The Navy Working Uniform (NWU) is a top seller in uniforms.

NEW OFFERINGS/PROMOTIONS

Gear ties and other new attachment hardware will be part of an exciting new assortment coming soon. Navy Exchange Norfolk will also be carrying a “better selection” of medical supplies, trauma kits and associated items along with Snugpak sleeping systems and accessories. “Look for an expanded selection of hatch gloves and we are working on 5.11 clothing areas for our stores to expand that brand’s presence throughout,” Cook said.

NEXCOM is collaborating with its suppliers and vendors to create local and systemwide promotions for its tactical arena. To date, it has coordinated tactical tent events with NCBC Port Hueneme, Calif.; the Pearl Harbor Exchange at JB Pearl Harbor-Hickam, Hawaii; and the Little Creek store at JEB Little Creek-Fort Story, Va. Other promotions will include Benchmade knife engravings, which allow patrons to personalize their knives.

TACTICAL PLANOGRAM INCREASE

In response to the growth of tactical, NS Norfolk has increased the size of its tactical department to 32-ft. planograms, up from 24-ft. The tactical assortment is located in the sporting goods department near knives, camping and hydration. “Tactical knives are now included in our 8-ft. knives and multiuse tool planogram,” Slavens said. “Once planograms are set, we monitor sales of items to see if they warrant an increase/decrease in minimum/maximum levels. We then recommend a new minimum/maximum level for fast-selling as well as slow-selling items. If customers require merchandise that we do not have in the store, we can refer them to mynavyexchange.com, where there are over 300 items available, or we can contact our special order department to see if the item is available for special order.”

—E and C NEWS



The tactical department at NS Norfolk, Va., is red hot these days, and two of the segments that are fueling this surge are accessories and lighting products, which now represent 42 percent of the overall category. To ride that momentum and meet the needs of its patrons, the store has expanded its assortment of accessories and lights for fiscal 2011.

In general, tactical has been a robust category for this Navy Exchange Service Command (NEXCOM)-run store. “Tactical has become an important part of our store assortment and is definitely a traffic driver in the store,” said Ruth Slavens, consumables divisional manager, NS Norfolk. “Our tactical customer is anyone from the new sailor starting their tactical gear collection to the experienced customer looking to enhance their gear.”

Slavens credits what she calls a “customer-tuned selection” and store savings on manufacturer’s suggested retail prices (MSRP) with helping increase sales. Through May 2011, the store’s sales in tactical were \$123,000, up 73 percent over last year’s \$71,000 total for the same period. These are projected to reach \$347,000 in fiscal 2011.

TOP SELLERS

Year-to-date, accessories represent 36 percent of the store’s tactical business with the 5.11 Rush 24 black backpack its top-selling accessory item. Knives account for 30 percent of the business with the suspension multiplier the top-selling knife; hydration is 23 percent of the business with the Navy Digital CamelBak ThermoBak the top-selling hydration item followed by the Navy Digital Mule CamelBak.

Grace Cook, NEXCOM sporting goods buyer, cited several hot items in tactical, including the MicroNet Microfiber Towel from McNett, a highly absorbent and lightweight towel that can be used as a medical towel, blanket, bandana, cleaning cloth, sling or wrap. Cook said other movers are

Hot Items at NS Norfolk

- 5.11 Rush 24 Black Backpack
- Suspension Multiplier Knife
- Navy Digital CamelBak ThermoBak
- Navy Digital Mule CamelBak
- MicroNet Microfiber Towel
- All-Purpose Gloves
- Three-Day Assault Packs
- Rescue-Rigger Belts
- Surefire Executive Defender Lights
- Princeton Tec Headlamps
- Rite in the Rain field books
- Navy Working Uniform