NEXCOM INSTRUCTION 4067.2

From: Chief Executive Officer, Navy Exchange Service Command

Subj: NEXCOM SHIPS STORE MERCHANDISING AND BRANDING STANDARDS

Ref: (a) Ships Store Merchandising and Branding Standards Version 1

1. Purpose. To provide standards to be used in the merchandising and branding of ships stores. Reference (a) provides those policies and practices for use by fleet Ships Servicemen (SH) when operating a ships store retail outlet.

2. Background. Reference (a) consolidates the knowledge, policies, procedures, and standards that were contained in two separate internal Navy Exchange Service Command (NEXCOM) ships store reference Publications (Publication 81 and Publication 90-33). Combining these two internal publications allows for the ships stores to have one common document that can be used as a reference and sets the standards on how to merchandise and brand a ships store retail outlet.

3. Action. SH Personnel afloat and ashore, managing and operating a ships store retail outlet, will utilize reference (a) to apply standards in the branding and merchandising areas immediately. Reference (a) incorporates previous internal publication numbers 81 and 90-33 that have been referenced in the Naval Supply Systems Command P-487 and is the document ships are required to have onboard for inspections and/or evaluations. NEXCOM’s Ships Store Program is the Program Manager and will provide additional guidance as required, as well as any modifications to reference (a) as circumstances dictate.

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Introduction

The mission of the Ship’s Stores Program is to provide quality goods at a savings; to provide quality services necessary for day to day living; to provide funding for afloat recreation needs, and to promote good morale.

The first part of the mission “providing quality goods at a savings” is found mostly in the Ship’s Store onboard US Naval ships. The Ship’s Store is a quality of life for the crew members, and it carries basic items such as soap, shampoo, and toothpaste. The store can also carry a limited selection of semi-luxury items such as watches and consumer electronics. Ship’s Stores are profit authorized government-funded appropriated activities. Profits generated from sales in ship’s stores are turned over to the ship’s Moral Welfare and Recreation (MWR) program to enhance the crew morale.

With the above being our marching orders, how do we proceed? Due to the different sizes of the ship’s store and personnel onboard the ships, information in this book is provided as guidance on how to what to properly procure for resale, and how to merchandise these products. It is very important to realize that this space defined as a Ship’s Store is a retail entity, not a glorified storeroom. Retail strategies are an important function of creating the “profit” that will assist in enhancing the crew’s morale.

It is no accident that that some retailers are shutting their doors, mostly because they are not able to be relative in the present environment. With more opportunities for customers to purchase merchandise from internet based stores, our customers are demanding a better shopping experience. An experience with appeal, escapism, and an appearance of somewhere they would visit in-port.

Retail is in constant flex, both with merchandise and with strategies. It is important to be able to flex as the time changes to enhance the deliverables for our ships store, who we serve, and to ourselves.
Purpose of Merchandising

Merchandising is the art of presenting merchandise in such a manner that is:
- Appealing - Attractive to the eye
- Clean, fresh, and inviting
- Easily seen
- Properly arranged
- Quickly identified
- Productive

Retailers rely on strong merchandising to aid in selling product in a short time, understanding that they only have 7-10 seconds to capture and impress a potential customer. The selling process begins with an eye-pleasing presentation which captures the consumers’ attention. It then simplifies the selection process, which leads to achieving the sale. Merchandising is opinionated and takes in consideration the above, the customer’s expectation and companies directives. Merchandising directives change when those considerations change.

There are several functions that are including in Merchandising:
- Store / Floor Planning
- Fixturing
- Allocation of Space
- Product Positioning
- Visual Merchandising, including labeling
Store and Floor Planning

Merchandise presentation begins with the proper use of available fixtures and space. Space aboard ship is at a premium and every square inch of the ship’s store should be used to its fullest capacity.

Proper space allocation means *maximum sales* and *customer convenience*. To accomplish this:

- Refer to the back portion of this book titled, “Ships Stores Afloat Shopping Guide”; this section provides information on procurement and provides the maximum line item count to carry by ship class.
- Use the item’s rate of sale and number of items that will fit in a given area to determine the space needed for each commodity in the ship’s store. IE: Candy will always have more retail space than Sporting Goods. Chips will take up more space than crackers.
- Develop a model stock plan based on a merchandise layout that will promote customer flow, provide an attractive selling environment, and place items convenient to the customer.

All items that have similar uses or purposes should be displayed and group together. Merchandise correlation will remind customers to purchase items they may have forgotten and/or needed; and will provide the customer with the best option to pick up a supporting item such as adding an unplanned purchase to their sale. This is considered an impulse buy.

Merchandise Adjacencies are the basic correlating of merchandise. These groupings may need to be combined due to space restraints in one’s ship’s store. Keep the groupings in one of these four groups:

- Food
- Health Aids and Household
- Hard Lines
- Soft Lines
- Miscellaneous (displayed either behind the counter or on an end cap)

The “Commodity” break down of items are listed on pages 5 and 6; this information provides guidance of what merchandise types are contained in each grouping. No matter the size of the store, each commodity is grouped and merchandised within each relationship. For example, in a small store, dental floss hangs next to toothbrushes with toothpaste on the shelf below and mouthwash next to it, or below it.
## Commodity Break Down

### FOOD

1. **Candy**
   - Bar/Pegged/Bagged
   - Gum/Mints
   - Fruit Snacks
2. **Nuts and Fruit**
   - Nuts – pegged and cans
   - Trail Mix
   - Fruit
3. **Cookies/Crackers**
   - Cookies
   - Crackers
   - Can Aerosol cheese
4. **Sweet Goods**
   - Hostess/ Lil Debbie
   - Baked Goods
   - Pop Tarts
   - Rice Crispy Treats
5. **Convenience Food**
   - Ramen
   - Microwavable food incl. soup
   - Canned Meats
   - Fish
   - Lunch Kits
6. **Chips**
   - Large/Small bags
   - Canisters
   - Dips
7. **Snacks**
   - Pretzels
   - Popcorn
   - Snack Mixes i.e. Chex Mix
   - Misc. snacks i.e. Andy Capp
8. **Meat Snacks**
   - Pegged Jerky
   - Stick Meat Snacks
9. **Sport Nutrition**
   - Nutrition Bars
   - Supplement Powder
   - 5 Hour Energy Shots

### HEALTH AIDS & HOUSEHOLDS

10. **Shaving & Feminine Hygiene**
    - Shaving cream (Male & Female)
    - Disposable Razors
    - Razor Kits
    - Razor Blades
    - After shave lotion
    - Feminine Hygiene products
11. **Dental**
    - Toothpaste
    - Toothbrush & Toothbrush Holder
    - Mouthwash
    - Dental Floss
    - Lip Balm
12. **Hair Care**
    - Brushes and combs
    - Hair accessories (hair clips, wave cap, etc.)
    - Shampoo & Conditioner
    - Ethnic Hair care
    - Hair Gel and Mousse
13. **Personal Care**
    - Soap and Soap Boxes
    - Body Wash and Body Sponges
    - Body Lotions and Body Powder
    - Sun Tan Lotion
    - Deodorant and sprays
14. **Foot/Shoe**
    - Shower Shoes
    - Foot Spray and Powder
    - Shoe Insoles
    - Shoe Brush and Polish
    - Shoe Shine Kit
    - Implements (toe & nail clippers, tweezers, etc.)
15. **Household**
    - Laundry Detergent and Fabric Softener
    - Laundry Bags and Accessories
    - Towels and Face Clothes
    - Air Fresheners
## Commodity Break Down

### HARDLINES

16. Sporting Goods  
   a. Weight Belts  
   b. Weight Gloves  

17. Hardware  
   a. Batteries  
   b. Locks  
   c. Pens/ Pencils  
   d. Games i.e. playing cards  
   e. Tools i.e. Multi-tool  

18. Audio/Video  
   a. DVD  
   b. Portable DVD players  
   c. Headphones  
   d. Alarm Clocks  

19. Luggage  
   a. Back Packs  
   b. Duffle Bag  
   c. Sport Bag  

20. Tobacco Products  
   a. Humidor  
   b. Cigarettes (carton & packs)  
   c. Flints & Lighter Fluid  
   d. Lighters  
   e. Smokeless Tobacco

### SOFTLINES

21. Emblematic Soft  
   a. Polo Shirts  
   b. Sweats Hooded, Shirts, & Pants  
   c. T-shirts & Shorts  
   d. Jackets  

22. Emblematic Hard  
   a. Mugs & Coffee Cups  
   b. Water Bottles  
   c. Blankets  

23. Underwear  
   a. Socks  
   b. Briefs  
   c. T-Shirts  

24. Uniform  
   a. Breast Insignia  
   b. Cap & Collar Devices  
   c. Ships UIM (usually displayed behind register)  

### MISCELLANEOUS

25. Showcase  
   a. Watches  
   b. Cameras  
   c. Sunglasses  
   d. Cologne & Perfume  
   e. Electronic items i.e. IPAD, IPOD, etc.  
   f. Ship’s Coin  

26. End Caps  
   a. Promotes the store  
   b. Popular or Fast Selling Items  
   c. Seasonal Items  
   d. Sales/ Promotional Merchandise  
   e. Foreign Merchandise

Well planned merchandise layouts that include the above deliverables will make a Ship’s Store more efficient, and will increase sales.
Positioning of Merchandise and Merchandising Flow

Adjacencies (the positioning of merchandise or merchandise flow) are an important factor contributing to the promotion of sales. It will set the atmosphere for the shopping experience. In grocery stores, usually the produce is in front and right side of the store, creating an atmosphere of “freshness”. Milk is usually in the far rear corner of the store because it is a product that is purchased most often. It draws the customers through the store so that they will pass other merchandise providing opportunity for impulse or unplanned purchases.

The same idea can be accomplished in a ship store by utilizing a merchandising layout and adjacencies. The following should be considered to promote sales (1) the entry, the register, and the exit, (even if it is the same door as the entry). These anchors dictate the direction and flow of the space; (2) the size of the store to maximize the layout, (3) the visual appeal to draw the customer to products.
Adjacency layouts per ship class are in the preceding pages. Note the following commodities on each of the layouts by ship class, as they have the biggest impact on customer flow:

When entering the store, a customer should be met with Softlines (which include emblematic items), then Health and Beauty Care (HBC). This serves as a constant reminder that customers can purchase these items in the store, rather than going to a civilian store. Also, like milk in a grocery store, we want to draw the customer through the entire space to get their food or drink.

A food group is merchandised with a distinct line change from any other grouping. Food is never merchandised with non-food items such as HBA or emblematic items, etc.

Meat Snacks, Fruits and Nuts, and Sport’s Nutrition are merchandised together. In smaller ships stores, they are merchandised with the snacks, chips, or convenience food. In larger ships stores, they are merchandised in a section(s) of their own for the following reasons: (1) They are high demand items. By keeping them together, you are likely to add to the final ring amount as the customer may add on something they did not originally intend to purchase, and (2) they fall into Healthy Life Style/Better You categories. You are providing healthier snacking alternatives and better customer service.

Energy drinks and other beverages should be placed at the back of a store, if possible. This will force the customer to navigate through the entire store. However, this is not always possible in smaller ships stores. Energy drinks are a popular item. Therefore, be aware of where they are merchandised and the amount of retail space they will take up. On the other side, all items need to be merchandised on the shelves if they are to generate sales.
Example of Layouts
SHIPS STORE STANDARDS & DISCIPLINES

DDG LAYOUT

DDG LAYOUT

COINS
BUCKLES
TOBACCO

DRINKS

TRAIL NUTS
MEAT SNACKS
SPORTS NUTRITION

CANDY
COOKIES

CHIPS
SNACKS

CONVENIENCE
FOOD

COINS
BUCKLES
TOBACCO

HARDWARE
UNIFORM

DRINKS

SPORTS NUTRITION
MEAT SNACKS
FRUIT & NUT

SPORTS NUTRITION
MEAT SNACKS
FRUIT & NUT

SHAVE & FEM HYGIENE

PERSONAL CARE
FOOT & SHOE
HOUSEHOLD
HAIRCARE
DENTAL

EMBLEMATIC
UNDERWEAR
BALL CAPS

VISUAL ELEMENT

DIPLOMATIC

HOUSEHOLD

PERSONAL TOWELS
FOOT & SHOE
HAIRCARE
DENTAL

VISUAL ELEMENT

DIPLOMATIC

UNDERWEAR

HOUSEHOLD

Merchandising Techniques

Placing merchandise on the shelf so that it is symmetrical and appealing takes in several things in consideration. Some quick rules are:

- Place larger items on lower shelves
- Keep small items at eye level and above
- Group items
- Minimize “air space”
- Merchandise vertically versus horizontally
- Periodically, clean the shelves

There are three basic merchandising techniques that are used in merchandising a commodity: Ribbon (vertical), Horizontal, and Block.

Sorting and/or separating of the commodity by “hierarchy” will determine which merchandise technique will be applied. A hierarchy is a sub-class within a commodity. In the candy commodity (Dept. hierarchy) one usually starts by separating the pegged candy and the bar candy, different packaging (Class hierarchy). Then the next “hierarchy” would be to separate the chocolates and the non chocolates (Sub Class hierarchy). Now there are 4 separate groups within the commodity. Next would be to separate by manufacturers, M&M Mars, Hershey’s, Brach’s, Sather’s, etc. You may have a commodity that has 8 to 12 different groups.

Upon determining these “hierarchy” groups, one can then determine what merchandising techniques would be used to properly display the commodity. Within a commodity only one technique should be used. In a ships store with many commodities, however, several merchandising techniques may be used.

1. **Ribbon.** This technique is usually used on larger platform ships in commodities such as large bag chips, jerky, batteries, headphones, etc. This is where the same item is displayed vertically from the top to the bottom of the fixtures creating a ribbon” effect. It is important that when ribboning, one takes in consideration the packaging color. As exampled to the right, there are three Doritos flavors. Two of the flavors have similar color. To easily discern the difference, the blue bag was placed in between.
2. **Horizontal.** This technique is usually used in the Health & Beauty, Household, and Underwear commodities. This is where one displays the same ‘hierarchy” in a horizontal matter. One of the main reasons to perform this technique is due to items not being the same size in that commodity, yet relatively close in size in the “hierarchy”. The example to the left illustrates this technique. All the deodorant is on the same horizontal plan, as is the lotion, miscellaneous items (powder/suntan), body wash, and bar soap/soap boxes. As reason dictates, follow the above noted technique: deodorant and soap are not the same size as body wash and powders, thus if attempted a vertical / ribbon it would create air space (air space is the wasted space that cannot be filled between shelves).

3. **Block.** This technique is usually used in Candy, Health & Beauty (on larger sets), Small Bag Chips, etc. This where the “hierarchy” is merchandised in a block by taking a part of the total linear and vertical space inside of the commodity and display them as squares or rectangles. This allows for more flexibility to provide more space for a better selling product within that commodity. As with the horizontal technique, the block also takes in consideration different size items within the commodity and minimizes the wasted space between shelves.
Merchandising Tips

Merchandising techniques are driven by the merchandise assortments within a commodity. After determining the merchandising technique a “shelving profile” or Plan-o-Gram can be developed. This is the positioning of shelves to support the commodity assortment utilizing the determined merchandise technique mentioned on pages 17 and 18. Typically, each commodity will have its own shelving profile. This will differ from the commodity next to it due to product heights or way shelves are positioned (like slanting). Shelving profiles also contributes in organizing the commodity because it creates a border or boundary. The following is a review as well as additional merchandising to create a shelving profile:

Tip 1: Display of Merchandise

- An important factor contributing to the promotion of sales is the orderly and neat presentation of merchandise. For example, merchandise in disarray lacks sales appeal since the acceptance of a product must first meet approval of the eye before any other factors such as price, quality, and brand are considered. A neatly painted store is essential. The lighting must be adequate and aimed at making merchandise stand out. Fixtures and shelves should be clean of dirt and debris.

- Larger items should be placed on the lower shelves graduating size upwards. This draws the eye across the whole section, giving the customer the best opportunity to see everything that is in the store.

- Merchandise should be well organized vertically, not spread out horizontally across the shelf. This allows customers to view all available items within a particular category without having to walk up and down the aisle.
Tip 2: Management of Stock

- Inventories should be watched constantly to determine if sales for a particular item are poor. Upon determining that any item is slow moving or is dead, every effort should be made to get rid of it, either by returning the product to the vendor (if possible) reduction in price, or by transfer to Other Supply Officers.

- Markdowns should be prominently displayed for customer's view so that reduced prices can be readily seen. In modern retail merchandising, it has been solidly established that markdowns are an inherent necessity to assist in disposition of dead stock. A good place for mark down items is in a dedicated spot in the rear of the store or on a back endcap. This will train the customer to move throughout the store to see what is offered.
Tip 3: Appearance of Fullness with Minimal Inventory

- Merchandise will not sell if it is not on the shelf. **You should never have an item in your bulk room that is not represented in the store.**

- At minimum, the entire store should be front faced (items brought to the front of the shelf/peg and turned so the label faces out) daily, if not multiple times a day. No one wants to feel as if they are shopping the leftovers. Front facing can prevent that unconscious observation.

- Within a commodity, merchandise like sized items together to allow different shelving profiles. For example, big bags of chips on the bottom three shelves and small bags on the top two.

- Shelves should be set with approximately 1 ½” of air space between the top of the product and the lower edge of the next shelf. This way a shelf does not have to be filled all the way to appear full. Be cognizant that the merchandise can be removed without the customer scraping their hand. Properly spacing the shelves will “hide” the emptiness behind the front faced merchandise and provide the appearance of being full while controlling inventory in the store at slow periods. In other words **fit the shelf to the product, not the product to the shelves.**

- Keep the following in mind when displaying merchandise on shelves where there is a lack of variety to fill the area; instead of displaying 6 or more facings on one shelf or horizontally, break the facings between another shelf or more, vertically. Example: Instead of running shave cream horizontally with 12 facings, place 4 facings on the bottom shelf, then 4 facings on the next shelf up, and the 4 facings on the next shelf up from that. This, however, will require more dividers.
Operational Standards per Commodity

This section is a review of how to merchandise each commodity, individually. Once you have established your stock assortment, a merchandising layout and adjacencies, utilize the following pages to set your store.
Candy – Single Bar and Bag
Merchandise and Operational Standards

- Hierarchy (Class, Sub Class, Other)
  - Bars versus bags
  - Chocolate or Non Chocolate
  - By Manufacturer
- If setting a combination of pegs and shelves, always peg above shelves
- Bar candy items should remain in manufacture display sleeve (box).
- When merchandising in multiple sections, start (closest to register) with chocolate items then into non chocolates.
- If merchandising all candy in one section, peg items at the top, then sleeved chocolate, followed by non-chocolate at the bottom
- Shelved gum, mints, and Halls should be merchandised on top shelf start position.
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product and each peg has a label attached.
- Tilt shelves for better visibility and access. Use properly spaced shelves to house items. Leave just enough room to pull out and place in sleeves. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained
- Use wire fronts and dividers gates to hold product in place as needed. No need to place dividers between sleeves.
- Bagged goods should be pegged on 11 inch peg hooks with label holder

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Chips and Dip
Merchandise and Operational Standards

- **Hierarchy**
  - Large vs Small bags vs Canister (Class)
  - By Manufacturer (Sub Class)
- When possible have a section for large bags, then section for small bags over canisters.
- Ribbon merchandising technique to be used when possible
- Ribbon within the block for small bags over canisters.
- Canisters should either be in their own section or toward the bottom with bags to the top.
- Stores should merchandise like goods together vertically from the main traffic aisle.
- Merchandise like flavors and bag sizes to create an appealing flow to the eye.
- When merchandising like item with different bag sizes, merchandise smaller bag sizes top to bottom with largest size on the lower shelves
- Do not over fill or force goods onto the shelves. This will cause items to be crushed.
- Do not double stack bags, use appropriate shelf spacing
- Rotate product by checking expiration date: First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Merchandise dips within the chip bag set, usually with Tostitos or Frito Scoops at eye level
- Use properly spaced shelves to house dips in bag set. Dips can be neatly double stacked when needed and can be safely maintained
- Use 5” wire front face gates and wire dividers
- Place dividers between products (like canisters and dip) to prevent movement when ship rolls

**Fixture / Equipment Requirements**

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Salty Snacks – Non Chip
Merchandise and Operational Standards

- Hierarchy
  - By Manufacturer
  - Packaging
- Salty Snacks is its own category
- In larger stores, it should be grouped together aside from the bag chip program.
- In smaller stores, Salty Snacks can be merchandised in a combo set with chips. See page 33.
- Stores should merchandise like goods together vertically. Use the block technique, ribboning inside of the blocks.
- Merchandise like flavors and bag sizes to create an appealing flow to the eye.
- Do not over fill or force goods onto the shelves. This will cause items to be crushed as well as an unattractive appearance.
- Do not double stack bags and set the shelf to the merchandise, not the merchandise to the shelf.
- Rotate product by checking expiration date (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use 5” wire face gate to hold product in place
- Salty Snacks (non chip) can also be pegged on 11 inch peg hooks when needed.

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Grocery Nuts
Merchandising and Operational Standards
- Hierarchy (Class, Sub Class, Other)
  - Nuts vs Trail Mix vs Seeds
  - Can vs Bag
  - By Manufacturer
- Determine merchandise technique and sectioning after segregating hierarchy
- Block pegged items by brand
- Pegged items should fit neatly on the hook, do not over fill peg.
- Each peg hook should have a barcode label holder and label with price
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items. Some items like canned and boxed goods can be neatly double stacked when needed and can be safely maintained
- Primary adjacency would be next to snacks and jerky.

Fixture / Equipment Requirements
- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Meat Snacks
Merchandising and Operational Standards
- Hierarchy (Class, Sub-Class, Other)
  - Pegged items vs shelved items
  - Manufacturer / Brand
  - Pegged Item Sizes
- Pegged items should be blocked by brand/manufacturer.
- Peg items above shelved items
- Merchandise like flavors and bag sizes to create an appealing flow to the eye.
- When merchandising like item with different bag sizes, merchandise smaller bag sizes top to bottom with largest size on the lower peg hooks
- Pegged items should fit neatly on the hook, do not over fill peg.
- Each Peg Hook should have a barcode label holder and label with price
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use 5” wire face gate to hold product in place as needed
- Place dividers between products to prevent movement when ship rolls

Fixture / Equipment Requirements
- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Cookies and Crackers
Merchandise and Operational Standards

- Hierarchy
  - Cookies vs crackers
  - Size of containers
  - By Manufacturer
- Crackers/cheese spread should be merchandised together
- Depending on stock assortment and/or size of product will determine if merchandising over/under or side by side.
- Merchandise similar flavors and product sizes to create an appealing flow to the eye.
- When merchandising like items with different sizes, merchandise smaller sizes top to bottom with largest size on the lower shelves
- Do not over fill or force goods onto the shelves. This will cause items to be crushed.
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product
- Place dividers between products to prevent movement when ship rolls

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Convenience Food
Merchandise and Operational Standards

- Hierarchy (Classes)
  - Microwavable incl soups.
  - Lunch Kits
  - Packages Meats
  - Noodles/Ramen
  - By Manufacturer (Sub)

- Merchandise food in blocks. Smaller ships will merchandise horizontally.
- Place Ramen/Noodles across on lower shelves.
- Merchandise like flavors and container sizes to create an appealing flow to the eye.
- When merchandising like items with sizes, merchandise smaller sizes top to bottom with largest size on the lower Shelves.
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items. Some items like canned and boxed goods can be neatly double stacked when needed and can be safely maintained.
- Place dividers between products to prevent movement when ship rolls.
  - Meal replacement bars are to be merchandised in sport nutrition section.

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Sweet Goods
Merchandise and Operational Standards

- Hierarchy
  - Brand
- Block merchandise vertically by brand
- Merchandise like flavors and bag sizes to create an appealing flow to the eye.
- When merchandising like item with different sizes, merchandise smaller sizes top to bottom with largest size on the lower Shelves
- Tilt shelves for better visibility and access. Use properly spaced shelves to house items. Leave just enough room to pull out and place in sleeves. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained
- Use wire fronts and dividers gates to hold product in place as needed. No need to place dividers between sleeves.
- Do not over fill or force goods onto the shelves. This will cause items to be crushed.
- Rotate product by checking expiration date: First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Beverages

Merchandising and Operational Standards
- Stores should merchandise like goods together
  - Water
  - Soda
  - Energy
  - Juice
  - Sport Drinks

- Merchandise like flavors and product sizes to create an appealing flow to the eye
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items.
- Ensure compliance of sanitation and housekeeping as directed in the NAVMED 5010 series.

Equipment Requirements
- Quantity determined by size of section.
- Ships should contact Pepsi or Coke to request Coolers for their ships store.
Sports Nutrition
Merchandise and Operational Standards

- Merchandise like flavors and product sizes to create an appealing flow to the eye.
- When merchandising like items with different sizes, merchandise smaller sizes top to bottom with largest size on the lower shelves.
- Single items should remain in manufacture display sleeve.
- Bars and single serve items should be merchandised on upper shelves, with larger bottles and tubs on lower shelves.
- When merchandising nutrition bars, slant shelves to allow for ease of shopping and gravity feed if space allows.
- Group nutritional items together by performance category. (i.e. proteins, amino acids, thermogenics)
- Do not over fill or force goods onto the shelves. This will cause items to be crushed.
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained.
- Place dividers between products to prevent movement when ship rolls.

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Ice Cream

Merchandise and Operational Standards

- Rotate product by checking expiration date (FIFO).
- Ensure compliance of sanitation and housekeeping as directed in the NAVMED 5010 series.
- Periodically scrape the interior sides, top and bottom for accumulated frost build up using an ice scraper (never use a sharp or pointed item).
- Ensure freezer unit is maintaining the required temperature for all the items. Contact the vendor immediately and report any major temperature variation or if the unit that does not maintain the appropriate temperature to keep the items frozen.
- Never refreeze thawed merchandise.

Fixture / Equipment Requirements

- Freezer Unit. (Provided by the Vendor)
Small Store Snack Combo Set - In smaller sets, Snacks may be merchandised together in this section.

- Merchandise like flavors and bag sizes to create an appealing flow to the eye.
  - Jerky
  - Nuts and Trail Mix
  - Salty Snacks
- Snack is its own category and should be grouped together aside from the bag chip program. If unable to do so, make sure to merchandise all snacks together and all chips together within the set
- Merchandise like flavors and bag sizes to create an appealing flow to the eye.
- Flow adjacency should be directly following bag chip and dip set.
- When merchandising like items with different bag sizes, merchandise smaller bag sizes top to bottom with largest size on the lower shelves.
- Do not over fill or force goods onto the shelves. This will cause items to be crushed.
- Do not double stack bags, us appropriate shelf spacing to keep an even shelf line.
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Snacks (non chip) can also be pegged when needed. Always peg above shelves

Fixture / Equipment Requirements
- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Oral Care
Merchandise and Operational Standards

- Hierarchy
  - Type
    - Brand.
- When merchandising like items with different sizes, merchandise smaller sizes top to bottom with largest size on the lower shelves
- Single items should remain in manufacture display sleeve.
- Group oral care items together by category. (i.e. tooth paste, mouth wash, lip care)
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Hanging goods should be merchandised using 11” heavy duty peg hooks above shelves
- Pegged items should fit neatly on the hook, do not over fill peg.
- Each peg hook should have a UPC label holder and label with price
- Use properly spaced shelves to house items. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained
- Place dividers between products to prevent movement when ship rolls

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Shave and Feminine Hygiene
Merchandise and Operational Standards

- Hierarchy (Class, Sub Class)
  - Shave and Feminine
    - Types
- Utilize the block technique when merchandising high velocity items such as razors
- When merchandising like items with different sizes, merchandise smaller sizes top to bottom with largest size on the lower shelves
- Do not over fill or force goods onto peg hooks. Product should lay flat and even
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained
- Place dividers between products to prevent movement when ship rolls
- If space permits, create a basket using fronts and dividers to lay in bagged items as demonstrated in the picture

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Personal Care
Merchandise and Operational Standards

- Hierarchy
  - Type of Items
    - Female/ Males
  - Brands
- Group Personal Care items together by types. (i.e. soap, body wash, lotion, powder, deodorant, etc )
- Merchandise item types horizontally types.
- Integrate soap boxes with soap and sponges with body wash.
- When merchandising like items with different sizes, merchandise smaller sizes top to bottom with largest size on the lower shelves.
- Rotate product by checking expiration date First in First Out (FIFO).
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained.
- Place dividers between products to prevent movement when ship rolls.

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Hair Care
Merchandise and Operational Standards

- Hierarchy
  - Type (Hair Accessories, Shampoo/Conditioner, Ethnic)
    - Brand
- Group Hair Care items together by category. (i.e. shampoo, conditioner, hair accessories, hair tools, chemical treatments)
- Merchandise conditioner next to or directly under the complimentary shampoo.
- Merchandise like items and product sizes to create an appealing flow to the eye.
- Pegged items should fit neatly on the hook, do not over fill peg.
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained
- Place dividers between products to prevent movement when ship rolls

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Foot and Shoe Merchandise and Operational Standards

- Hierarchy
  - Shoe, Foot, Shower Shoes, Implements
- Merchandise shower shoes on the bottom shelves
- Peg items above correlating merchandise i.e. shoe brushes over shoe polish, implements and insoles over foot powder, sprays, and cream.
- Smaller ships may need to shelf peggable items.
- Merchandise like products and sizes to create an appealing flow to the eye.
- Do not over fill or force goods onto peg hooks. Product should lay flat and even
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items.
- Place dividers between products to prevent movement when ship rolls

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Household Supplies
Merchandising and Operational Standards

- Hierarchy
  - Type
- Merchandise horizontally. May have to combine types on same shelf i.e., detergent, fabric softener, and air freshener.
- Horizontal flow should be bottom shelf - liquid/chemical, next up laundry bags, top face clothes and towels.
- Merchandise liquids to the bottom to protect fabrics from spills.
- Stores should merchandise like goods together vertically from the main traffic aisle.
- Shelf label is positioned to bottom left edge of product.
- Rotate product by checking expiration date First in First Out (FIFO)
- Utilize tray pack(s) that come with product.
- Use properly spaced shelves to house items. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained.
- Fold down soft goods to best maximize the space available. Ensure that folds are consistent throughout the product set.
- Place dividers between products to prevent movement when ship rolls. No need to place dividers between soft goods.

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Small Store HBA Combo Set
Merchandise and Operational Standards

- In smaller store sets, combined HBA products may be merchandised in a section together. In this case, merchandise in the following flow:
  - Oral Care
  - Shave
  - Hair Care
  - Soap and Body Wash
  - Foot and Nail Care
- Merchandise like products and sizes to create an appealing flow to the eye.
- When merchandising like items with different sizes, merchandise smaller sizes top to bottom with largest size on the lower shelves.
- Do not over fill or force goods onto peg hooks. Product should lay flat and even.
- Rotate product by checking expiration date First in First Out (FIFO)
- Shelf label is positioned to bottom left edge of product.
- Use properly spaced shelves to house items. Some items like boxed goods can be neatly double stacked when needed and can be safely maintained.
- Place dividers between products to prevent movement when ship rolls.
- Never peg an item below a shelf.

Fixture / Equipment Requirements

- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
Audio and Video Electronics
Merchandise and Operational Standards
- These goods should be pulled together and presented in a logical and shopper friendly manner. Stores should merchandise like goods together vertically to create a common theme or flow.
- Merchandise like items and product sizes to create an appealing flow to the eye.
- When merchandising like items with different sizes, merchandise smaller sizes top to bottom with largest size on the lower shelves or peg hooks.
- Single items should remain in manufacture display sleeve.
- Group Electronic items together by category. (i.e. Audio, Video, Computer)
- Shelf label is positioned to bottom left edge of product.
- Place dividers between products to prevent movement when ship rolls
- In smaller stores, items may be merchandised with hardware items

Fixture / Equipment Requirements
- Base deck and shelves
- Wire fencing and dividers/binning
- 11” heavy duty peg hook with label holder
High Dollar Lock-Up
Merchandise and Operational Standards
- These goods should be pulled together and presented in a logical and shopper friendly manner.
- Merchandise like items and product sizes to create an appealing flow to the eye. Use different shelf heights or plexi risers to create dimension.
- When merchandising like items with different sizes, merchandise smaller sizes top to bottom with largest size below. If merchandising on one shelf, larger sizes should be in the back with smaller sizes in the front.
- Group items together by category.
- Shelf label is positioned to bottom left edge of product.

Fixture / Equipment Requirements
- Case line showcase or lock up display case
Softlines
Merchandise and Operational Standards
- Depending on store size and layout, a small but varied assortment of Softlines goods will be available for purchase. These goods should be pulled together and presented in a logical and shopper friendly manner.
- Stores should merchandise like goods together vertically to create a common theme or flow. Basic goods together and emblematic goods together.
- When possible, create a male and female area.
- Merchandise like items and product sizes to create an appealing flow to the eye. Create a color story or theme in most cases, color flow will be light to dark within grouping. Size within each grouping.
- Merchandise the newest groups toward the front of the department, rotating the merchandise often to keep a new fresh look.
- When groups become broken in sizes or shop worn, consider taking markdowns on these goods to free up space and exit the old category.
- Soft goods can be either hung or folded depending on space and presentation needs
- Use faceouts and U-bars to create depth and excitement to the wall.
- When possible, alternate Face-outs and U-bars, do not run like fixtureing in continuous lines across the wall.
- Place dividers between products to prevent movement when ship rolls
- Packaged goods such as T-shirts and underwear should be merchandise together by group and ran in descending size order.
- Packaged good can be shelved to increase pack out while underway and hung (when packaging allows) to spread and fill space during in port periods.
Uniform Insignia & Command Caps
• Uniform insignia & command caps should be grouped adjacent to the Softlines area & merchandise in accordance to rank, rate, uniform type. Merchandise uniform items within set by item type, all NWU, all metal insignia together, all dress insignia together sorted by rank and type.
• Peg items should be merchandised using 12” heavy duty peg hooks.
• Shelf label is positioned to bottom left edge of product.

Displays
• Use forms to create a visual display area for impact. Place forms on visual focal point on a wall or in a display window.
• When possible, steam or press the merchandise before dressing mannequin.
• Pick an item to feature on the display that you have ample quantity and full size runs
• Hide or tuck tags
• Add life to collars and sleeves by stuffing sleeves and posing in life style poses.
• Layer all forms with coordinating and complimenting items to give good eye appeal

Fixture / Equipment Requirements
• Base deck and shelves should be even or graduate up.
• 11” heavy duty peg hook with label holder and label with price for peggable items only.
• Chrome Face outs and U-bars for clothing. (tops and bottoms)
• Male or Female headless mannequins.
Visual Merchandising is the art of enhancing the merchandising function by:

- Signing.
- Catch customer's attention to draw them into the store
- Bringing attention certain merchandise.
- Tells a story.
Visual Merchandising is a silent selling technique that helps maximize sales through display, presentation, and labeling by engaging customers.

Many stories are told by Visual Merchandising. It conveys the price of an item and where it’s located. It tells the story of the mission and sometimes historical events that have been overcome to inspire the customer’s loyalty. It can simply communicate what is new is in the stock assortment and what is new in the store. Visual Merchandising is ever changing because it deals with the emotions and passions of your customer.
Display Accessories

This section is intended to simplify the selection of display materials required for accomplishing effective display and visual merchandising presentations in your ships store. Requests for display accessories will be sent to NEXCOM Ships Store Program for processing. Ships profits will be charged.

<table>
<thead>
<tr>
<th>Description</th>
<th>Item</th>
<th>CS/Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothes Hanger 17”</td>
<td><img src="image" alt="Clothing Hanger" /></td>
<td>100 per case</td>
</tr>
<tr>
<td>Pants/skirt hangar 10” for Sm/Med pants/ shorts</td>
<td><img src="image" alt="Pants/skirt hangar" /></td>
<td>100 per case</td>
</tr>
<tr>
<td>Pants/skirt hangar 12” for Lrg and higher pants/ shorts</td>
<td><img src="image" alt="Pants/skirt hangar" /></td>
<td>100 per case</td>
</tr>
<tr>
<td>Size Ring - Used to display size of garment on hangar</td>
<td><img src="image" alt="Size Rings" /></td>
<td>50 per bag</td>
</tr>
<tr>
<td>Wire Sport Cap Displayer - 9 to 12 Cap Capacity - 8 ½”W x 3”H x 12”D</td>
<td><img src="image" alt="Wire Sports Cap Displayer" /></td>
<td>each</td>
</tr>
</tbody>
</table>
### Used to assist in folding shirts and blouses for fold down display.

<table>
<thead>
<tr>
<th>Description</th>
<th>Item</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folding Board</td>
<td>- 9.5” X 14” Clear Acrylic</td>
<td>each</td>
</tr>
<tr>
<td>- Fold shirts around board and remove</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Shirt Folding Board](image)

### Used to display hanging clothes. *Never use peg hooks to hang clothes*

<table>
<thead>
<tr>
<th>Description</th>
<th>Item</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Rail (U-Bar)</td>
<td>- Chrome</td>
<td>each</td>
</tr>
<tr>
<td>- Slatwall Hangbar</td>
<td>- 24” X 12” x 1 ½”</td>
<td></td>
</tr>
</tbody>
</table>

![U-Bar](image)

<table>
<thead>
<tr>
<th>Description</th>
<th>Item</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>12” Face Out</td>
<td>- Chrome Finish</td>
<td>each</td>
</tr>
<tr>
<td>- Rectangular</td>
<td>- Welded End Stop</td>
<td></td>
</tr>
<tr>
<td>- 12” Length</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

![Straight Faceout](image)
**SHIPS STORE STANDARDS & DISCIPLINES**

**Used to display emblematic merchandise on shelving units.** *Using one is great way to take up slatwall space in making the store look full. Used on larger ships stores only.*

<table>
<thead>
<tr>
<th>Description</th>
<th>Item</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men Form</td>
<td><img src="image" alt="Men Form" /></td>
<td>each</td>
</tr>
<tr>
<td>Female Form</td>
<td><img src="image" alt="Female Form" /></td>
<td>each</td>
</tr>
<tr>
<td>Base for Men/Female Forms</td>
<td><img src="image" alt="Base" /></td>
<td>As shown above</td>
</tr>
</tbody>
</table>

**Used to repair merchandise packaging that is to be hung on a peg hook.** *In addition, this item can be used to attach to product to be hung.*

<table>
<thead>
<tr>
<th>Description</th>
<th>Item</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hang Tab, Triangle, 1-58 x 1-1/4</td>
<td><img src="image" alt="Hang Tab" /></td>
<td>100 units per pack</td>
</tr>
</tbody>
</table>
**Used to hang merchandise**, i.e., candy, meat snacks, nuts, toothbrushes, and insignias.

<table>
<thead>
<tr>
<th>Description</th>
<th>Item</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>11” MDSE ARM X.225 SCH HK-SLTWL</td>
<td><img src="image1.png" alt="Image" /></td>
<td>100 hooks per ctn</td>
</tr>
<tr>
<td>CLEARSCAN COV LABEL HOLDER #1.25 X 2 1/2</td>
<td><img src="image2.png" alt="Image" /></td>
<td>500/CTN – 100/BAG</td>
</tr>
<tr>
<td>Inventory Control Clips -3/4” Diameter -Used to control inventory on pegs and keep from sliding to the back of the peg</td>
<td><img src="image3.png" alt="Image" /></td>
<td>1,000 per ctn</td>
</tr>
<tr>
<td>Holder, Label, Loop Over Wire, 3”</td>
<td><img src="image4.png" alt="Image" /></td>
<td>100 units per bag</td>
</tr>
</tbody>
</table>
Wall Unit Shelves

Effective merchandise presentations begin with the proper use of available fixturing, space, and shelving. Gondola’s, End Caps, and Wall Units provide the ships store with a practical presentation area.

Shelves should not be deeper than the base supporting the section.

<table>
<thead>
<tr>
<th>Description</th>
<th>Part Number</th>
<th>NSN</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>36” X14” Shelf</td>
<td>NS4678-34</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>36” X17” Shelf</td>
<td>NS4678-37</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>48” X14” Shelf</td>
<td>NS4678-09</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>48” X17” Shelf</td>
<td>NS4678-12</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>24” X17” Shelf</td>
<td>NS4678-62</td>
<td>TBA</td>
<td>each</td>
</tr>
</tbody>
</table>

Available from: Metal Dynamics, 30 East 10th Street, New Albany, Indiana
Phone: (812) 949-7998
### Fencing and Dividers for Wall Unit Shelving

<table>
<thead>
<tr>
<th>Description</th>
<th>Part Number</th>
<th>NSN</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Fence for 48” shelf</td>
<td>NB4686-01</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>Front Fence for 36” shelf</td>
<td>NB4686-02</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>Front Fence for 24” shelf</td>
<td>NB4686-03</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>Divider for 17”D shelf</td>
<td>NB4685-37</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>Divider for 14”D shelf</td>
<td>NB4685-34</td>
<td>TBA</td>
<td>each</td>
</tr>
</tbody>
</table>

Available from: Metal Dynamics, 30 East 10th Street, New Albany, Indiana
Phone: (812) 949-7998
## Gondola End Cap Shelving

<table>
<thead>
<tr>
<th>Description</th>
<th>Part Number</th>
<th>NSN</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>36” X14” Feature End Shelf</td>
<td>NS4689-01</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>Front Fence for Feature End Shelf</td>
<td>NB4685-31</td>
<td>TBA</td>
<td>each</td>
</tr>
</tbody>
</table>

Available from:  Metal Dynamics, 30 East 10th Street, New Albany, Indiana  
Phone:  (812) 949-7998
Base Deck Shelving

<table>
<thead>
<tr>
<th>Description</th>
<th>Part Number</th>
<th>NSN</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>36” X17” Round Nose Deck</td>
<td>5509-04</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>48” X17” Round Nose Deck</td>
<td>5509-03</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>24” X17” Round Nose Deck</td>
<td>NS4678-62</td>
<td>TBA</td>
<td>each</td>
</tr>
</tbody>
</table>

Available from: Metal Dynamics, 30 East 10th Street, New Albany, Indiana
Phone: (812) 949-7998
### Cigarette Dispenser

<table>
<thead>
<tr>
<th>Description</th>
<th>Part Number</th>
<th>NSN</th>
<th>Cs/ Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarette Rack, 16H x 4-1/2D x 30W</td>
<td>NCR01</td>
<td>TBA</td>
<td>each</td>
</tr>
<tr>
<td>Cigarette Rack, Trakwall Mount; 16H x 4-1/2D x 24W</td>
<td>NCR01-24CIGCHEW</td>
<td>TBA</td>
<td>each</td>
</tr>
</tbody>
</table>

Available from: Metal Dynamics, 30 East 10th Street, New Albany, Indiana  
Phone: (812) 949-7998
Ships Stores Afloat Shopping Guide

The Navy is adopting the commercial practice of having a more focused inventory of top selling merchandise and standardizing its basic merchandise among the fleet stores. This section provides ships a stocking guide in an easy to read format that will allow the Fleet user to:

1. Determine what the maximum numbers of line items are allowed in total and in each department.

2. Determine what will be stocked, staying within the limits for an authorized stock count.

3. Determine if there are any “local choice” items for each department, being careful to not exceed the authorized maximum number as well as allow for “slots” for new items to be introduced and old items to be sold out.

4. Select items which gives the crew a good cross section of merchandise and that meets customer desires.

Procurement

Remember, the basis of procurement is the proper balance between what is carried in stock and what is actually sold. The basic guidelines to be followed are:

1. Don’t be sold. “Buy”. (Know your needs and buy accordingly).

2. Don’t buy the same kind of products that would compete with each other.

3. Use ethical standards in the procurement of merchandise.

The following basic policies should be observed:

1. Limit procurement to a minimum number of brands or price lines needed to service the maximum number of patrons on board your ship.

2. Purchase only from authorized ships store vendors that sell items listed in this section.

3. Review your records periodically and make adjustments where necessary.
4. Plan your procurement based on stable year round items and seasonal merchandise.

5. For seasonal merchandise, plan well in advance to ensure that it will be received and placed on sale before the season starts.

6. Always consider on-hand position of identical or similar items. Similar items should not be procured when there is old and slow moving merchandise on hand because it will place the new merchandise in competition with the old, slow moving material.

Procurement can be relatively simple and effective when done in a systematic manner, or it can become an incessant headache when sound and proven merchandise techniques and proper stock control procedures are disregarded.

Shopping Guide Departmental Listings

1. **Approved Stock Count.** This shows the number of items that can be selected for a department for a specific crew size.

2. **Additional Items Allowed Count.** This section shows the number of additional line items that ships may carry in a specific department. The automatic contract and ASL listings provide ships with additional items that may be carried in the ships store. Each should check these listings to determine those items availability in the zone the ship is currently in.

3. **Maximum Item Count.** This shows the maximum number of line items that are allowed for your size ship.

4. **Best Sellers.** This section identifies “Ship’s Best Sellers” that if stocked would align a ship’s stock assortment to the best sellers in a category.
<table>
<thead>
<tr>
<th>Ship Class</th>
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### SHIPS STORE STANDARDS & DISCIPLINES

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**Best Sellers**

**FOOD**

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<tr>
<th>CANDY</th>
<th>NUTS AND FRUIT</th>
<th>COOKIES AND CRACKERS</th>
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<tr>
<td>050000518-SNICKERS BAR</td>
<td>070300082-HONEY ROASTED PEANUTS TUBE 1.75</td>
<td>0600001451-OREO SINGLE SERVE 2 OZ</td>
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<tr>
<td>050000490-M&amp;M PEANUT CHOCOLATE CANDIES</td>
<td>070300082-PLANTERS DRY ROASTED PISTACHIOS</td>
<td>0600001455-NUTTER BUTTER 1.9 OZ</td>
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<tr>
<td>0500000416-COOKIE N’ CREME 1.54 OZ</td>
<td>070200086-FRUITY SNACKS MIXED BERRY 2.5 OZ</td>
<td>0600004852-SOFT BATCH CHOC CHIP COOKIES</td>
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<tr>
<td>0500000396-TWIX CARMEL COOKIE BAR</td>
<td>070400080-DAVIDS ORIGINAL SUNFLOWER SEEDS 5</td>
<td>0600001454-FIG NEWTONS 2 OZ</td>
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<tr>
<td>0500000216-REESER’S PIECES 1.53 OZ</td>
<td>070600016-CHICKEN FRIED CHICKEN 2 OZ</td>
<td>0600004903-CHEEZ-IT HOT &amp; SPICY CRACKERS</td>
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<tr>
<td>0500000402-M&amp;M’S MILK CHOCOLATE CANDIES</td>
<td>070900016-PLANTERS TRAIL MIX SWEET &amp; NUTTY</td>
<td>0600004908-CHEEZ-IT WHITE CHEDDAR CRACKERS</td>
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<tr>
<td>051000082-SWEETARTS ROPE CHERRY PUNCH</td>
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<table>
<thead>
<tr>
<th>SWEET GOODS</th>
<th>CONVENIENCE FOOD</th>
<th>CHIPS</th>
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<tr>
<td>074000044-POP TARTS FROSTED STRAWBERRY</td>
<td>070600004-STARKIST CHUNK LT TUNA LUNCH KIT 4</td>
<td>0750000099-DORITOS NACHO CHIPS 1.25</td>
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<tr>
<td>074000043-POP TARTS FROOT BROWN SUGAR</td>
<td>0700000780-INSTANT LUNCH CHICKEN 2.25 OZ</td>
<td>0750000122-DORITOS SPICY NACHO 1 OZ</td>
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<td>CRNN</td>
<td>0700000781-INSTANT LUNCH BEEF 2.25 OZ</td>
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<td>0740000123-ZEBRA CAKE 3.0 OZ</td>
<td>0700004210-INSTANT LUNCH HOT/SPICY CHICKEN</td>
<td>0700005943-LAY’S POTATO CHIPS SR CRMONION</td>
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<td>070004519-RICE KRISPIES SQS DBL CHOC CHKN</td>
<td>0700000241-YAKISOB TERIYAKI NOODLES 4 OZ</td>
<td>0750000858-DORITOS NACHO 3.25 OZ</td>
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<tr>
<td>0700005919-BEAN-ETS FRIED PK SKNS HT/SPC 3.25 OZ</td>
<td>0710000156-ARMOUé VIENNA SAUSAGE REGULAR</td>
<td>0750000517-FUNYUNS ONION RINGS .75 OZ</td>
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<td>0760001000-LAY’S POTATO CHIPS BBQ 1 OZ</td>
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<td>0750000866-FRITOS TWISTED HONEY BBQ 4.5 OZ</td>
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<td>0760000210-CHEETOS CRNCHY CRN PUDDS FLMN</td>
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<td>0750000810-LAY’S POTATO CHIPS BBQ 1 OZ</td>
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<table>
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<th>SNACKS</th>
<th>MEAT SNACKS</th>
<th>SPORTS NUTRITION</th>
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<td>0700006234-COMBOS PEPPERONI CHEESE CRACKERS 1.8 OZ</td>
<td>070004373-SLIM JIM GIANT ORIGINAL STICKS</td>
<td>2700000997-CLIFF BAR: CHOCOLATE CHIP</td>
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<tr>
<td>0750000084-ANDY CAPP HOT FRIES .85 OZ</td>
<td>0700001819-JALEPEÑO SIZZLE (TWIN PACK)</td>
<td>2700006417-CLIFF BAR: WHITE CHOCOLATE MACADAMIA</td>
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<tr>
<td>0700000232-COMBOS CHEDDAR CHEESE PRETZEL 1.8 OZ</td>
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<td>2700000999-CLIFF BAR: CHOCOLATE CHIP PEANUT CRUNCH</td>
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<td>0700000262-COMBOS PIZZARIA PRETZEL</td>
<td>070006745-AMERICAN (TWIN PACK) 1.2 OZ</td>
<td>2700009494-BAR, MYOPLEX CHOC CARAMEL</td>
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<td>0700005919-BEAN-ETS FRIED PK SKNS HT/SPC 3.25 OZ</td>
<td>0710000059-SLIM JIM ORIGINAL HANDIPAK 4.4 OZ</td>
<td>2700001076-MYOPLEX LEAN BARS CHOC MINT</td>
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<tr>
<td>0700000660-SLIM JIM MILD HANDIPAK 4.4 OZ</td>
<td>0710000059-SLIM JIM ORIGINAL HANDIPAK 4.4 OZ</td>
<td>2730000016-MUSCLE MILK CHOCOLATE</td>
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HEALTH AIDS AND HOUSEHOLDS

SHAVING & FEMININE HYGIENE

- 1145000001-FUSION MANUAL RAZOR
- 110006422-VENUS DIVINE RAZOR
- 1158000005-SERIES SENSITIVE SKIN SHAVE GEL 7 OZ
- 1158000007-SATIN CARE SHAVE GEL PASSION 7 OZ
- 110006590-TAMPAX PLSTC PEARL REG UNSCNT 18 CT
- 110006516-ALWAYS PANTILNRS THIN REG UNSCNT

DENTAL

- 1105000006-ORAL-B DENTAL FLOSS PICKS 30 CT
- 110000521-LISTERINE COOL MINT 250 ML
- 1175000002-ORAL-B ADV PLUS 40 TOOTHBUSH SFT
- 110006176-CREST PLUS SCOP LIQGEL WHITENING
- 110006616-TOTAL PLUS WHITENING PASTE 4.2 OZ
- 120001259-TOOTHBrush HOLDER

HAIR CARE

- 1118000001-HERBAL ESSENCE BODY ENVY COND
- 110006482-DOVE INTENSE MOISTURE
- 1122000002-HEAD & SHOULDERS SHIMP
- 110006599-GEL CONDITIONING & SHINING
- 1120000001-HERBAL ESSENCE BODY ENVY SHampoo
- 110006681-Dove INTENSE MOISTURE 12 OZ
- 12150000003-BODY PINS BLACK 60 PK

PERSONAL CARE

- 110006564-LADY VAMP BATH SPONGE (LRG)
- 110006447-OLD SPICE PURE SPORT BODYWASH
- 110005784-DOVE DEEP MOISTURE H2O
- 110006318-DIAL SPRING WATER BODY WASH
- 110005691-Q-TIPS (170 CT)
- 110008585-DOVE BAR BATH WHITE (SINGLE)
- 120001256-SOAP BOX
- 1165000001-AVEENO DAILY MOISTURIZING LOTION
- 110006502-LUBRIDERM, FRESH SCENT
- 110005335-VASELINE LIP THERAPY
- 110006291-DEGREE INVISIBLE SOLID SPORT
- 1110000007-OLD SPICE HIGH ENDURANCE SOLID
- 110006487-DOVE INVISIBLE SOLID FRESH
- 110006649-SECRET WIDE SOLID POWDER FRESH

FOOT AND SHOE

- 1140000001-TINACTIN ATHT FRT POWDER SPRAY
- 110000771-BABY POWDER 4 OZ
- 120001156-AIR PILLO INSOLES UNISEX
- 120001074-NAIL W/FILE
- 120001075-Duale TOENAIL W/FILE LARGE
- 1235000001-KIWI SHOE PASTE BLACK
- 120000105-SHOE SHINE, M26 RECRUIT

HOUSEHOLD

- 1140000001-TINACTIN ATHT FRT POWDER SPRAY
- 110000771-BABY POWDER 4 OZ
- 120001156-AIR PILLO INSOLES UNISEX
- 120001074-NAIL W/FILE
- 120001075-Duale TOENAIL W/FILE LARGE
- 1235000001-KIWI SHOE PASTE BLACK
- 120000105-SHOE SHINE, M26 RECRUIT

HARDLINES AND SOFTLINES

HARDWARE

- 2700000005-HV EN MAX AA 4 PK
- 2700000006-HV EN MAX AAA 4pk
- 120001099-BLK DIAL COMBO PADLOCK
- 153100007-BICYCLE POKER CARDS RACK PACK

AUDIO/VIDEO

- 2400000786-GUMY INEAR HEADPHONE BLACK
- 2400000575-MARSHMALLOW IN- EAR HEADPHONE BLK
- 2400000573-GUMY HEADPHONE WHITE

EMBLEMATIC SOFT

- 550001757-TEE, C-NECK, SS, W/ FRT/BK PRT
- 550003232-TEE, CREWNECK COTTON, 6OZ

EMBLEMATIC HARD

- 5339000356-100% EMBROIDERED 3.5 INCH PATCH
- 3600000056-BOTTLE, POLY-CARB FLIP TOP BPA
- 2600000392-MUG, STAINLESS WIDE BASE 17 oz.

UNDERWEAR

- 550000007-682M,3, NWU BLUE T-SHIRT (3 PK)
- 533112314-CHAMPION MENS BLACK CREW SOCK
- 5500000000-HEALTH W/BLACK-TO & WHITE FOOT
- 4500001992-HANES HR WAY LADIES CTN BIKINI
- 550002886-HANES CMFTSF BXR ASSST LG 2PK

UNIFORM

- 5300000649-VELCRO BCK, FRT SHIP/NAME BCK NA
- 530000521-COMMAND, SNAP BCK, SHIP OR CREST
- 5300000520-COMMAND, SNAP BCK, SHIP/BCK/NA
- 530000652-VELCRO BCK, FRT ADM EGG SHIP
- 5300005451-VELCRO BCK, FRT CDR EGG SHIP/NAV
- 530000660-COMMAND, VELCRO, SHIP
Postface

It is human nature for us to be discouraged and/or easily distracted, resulting in a loss of confidence in a business. Having a clear, concise, and well-organized store will increase sales by making it easy for the customer to find what they want as well as pushing them through the store to find what they did not yet know they needed. Having a full looking, clean, and decluttered store shows that the merchant (you) cares and, therefore, cares about the product the customer will ultimately consume. In short, we like order and get inspired by it.

Utilize this book as your cheat sheet to achieve and sustain a customer’s confidence. As you had read above, every person who touches the ship store’s operations affects the business’ outcome. The right merchandise needs to be ordered. The appropriate items and quantities need to be broken out of bulk. (After all, items will not sell if they are not on the shelf and accessible) And the items need to be arranged in a fashion for a customer to easily find it.

The pages before this offer you all the tools needed to have a successful business.