

/NEXCOM Introduction to
SHIP STORES
Branding &
Merchandising

Branding is an initiative that is designed to give the ship's store a better visual presentation to the customers, provide professional merchandising training for the store operators, and reset the store from a merchandising standpoint.

All the above work together to promote increased sales.





- Why “Branding”
- What is “Branding”
- What makes up “Branding”



What is “Branding”

- A name, term, sign, symbol, or design, or a combination of them intended to **identify** the goods and services of one or a group of sellers and to **differentiate** them from those of other sellers.



Why Brand Ship Stores?

-Assist sailors to know and relate to all the entities of the Navy Exchange which are:

- Navy Exchanges
- Navy Lodge's
- Navy Clothing and Textile Research Facilities
- Telecom Program Office
- Uniform Program Management Office
- Ship's Store Program

– The store is the most visible function

Three Facets of Branding

- Merchandising: Placement of goods to improve sales and customer service
- Training: Stand-up training for S-3 division conducted on the first morning. Individual, hands on, training as the store is being reset
- Visual Enhancements: Install elements that tie the ship to the rest of the fleet as a professional organization and brand



Merchandising

Utilizing a merchandise layout to maximize the shelf space and create adjacencies, the NEXCOM team and Fleet Assist will work side by side with your SH retail personnel to reset the store.



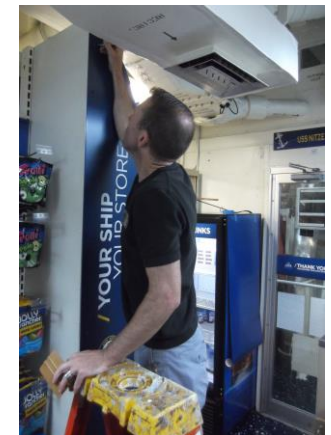
Training



- Succinct overview of branding including the process and end result
- Logic and reasoning behind merchandising, adjacencies, and methods
- How to maintain the store, giving specific examples

Visual Enhancements (NEXCOM PROVIDED)

- Store will receive a heritage poster consisting of a picture of the ship and the ship's motto.
- Blue trim, the common visual element shared by branded ship stores and other business lines of the Navy Exchange Service Command, is lined around the perimeter of the store with accents of NEXCOM's gold hash mark and the ship's logo.
- The coolers will also receive blue color and a gold hash mark
- The door to the store will get a "Welcome" and "Thank You" sign



Action Items

In the weeks and/or months leading up to the branding, the S-3 division will be asked to provide the following items and information:

- High resolution image of the Ship's Crest
- 2 or more photographs of the ship
- Ship's motto
- If needed, provide photo's of the store
- A branding date (at least 40 days after receiving image of crest)
- At a minimal charge, ship will purchase merchandising items (list will be provided)
- Provide a count of shelves, fencing, and return binning
- 2 weeks out, ship will complete a stock assortment list (form provided)
- Prior to branding, clean shelves, remove merchandise, set two items in each section per provided merchandise layout.

- SME's will make suggestions in regards to fixture placement and stock assortment to better sell your products.
- Anticipate the branding to take 1-3 days (depending on ship size) with an additional day to adjust where needed.
- Plan for several people to be in the store at once. Therefore, if possible, remove any excess merchandise from the store to avoid damage.
- Ship Stores will follow up to question how the layout is working, provide training to new SH's, and help reset the store pre/post deployment, after a yard period, ect.

