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## MANCON/SUPER SUPERVMART *supply*



## A MISSION TO HELP

*Mancon/ Super Servmart provide supplies on base to all branches of the armed services. By Kirsten Srinivasan*

The men and women of our Armed Forces who shop at Super Servmart on Naval Station Norfolk don't just buy products; they buy peace of mind because the store's products meet all government purchase requirements and help the American economy and the disabled community, Mancon explains.

On March 6, 2003, Mancon and Virginia Industries for the Blind began operation and management of the Fleet and Industrial Supply Center (FISC), Norfolk Super Servmart located on Naval Station Norfolk in Norfolk, Virginia. Super Servmart is a 50,000-square-foot facility that serves more than 281 shore-based commands or activities and 156 ships in the Atlantic Fleet. Super Servmart is also available for utilization by all Federal agencies in the Hampton Roads area, Mancon explains.

"Servmart is like an on base office supply store and hardware store rolled into one. The goal is for the customer to be able to find everything they need on base by providing direct access to vendors of materials and goods," Consford explains.

The shelves of Super Servmart are stocked with more than 7,800 items that meet government procurement regulations. President Rick Clarke says Super Servmart doesn't just sell products – it sells expertise. “When a ship prepares for a six month deployment, it is a necessity to have everything onboard to support the troops during that deployment” Clarke says. “You have planes, missiles and those kinds of things. Beyond that, it is essential to have normal everyday living supplies such as toilet paper, cleaning supplies, pen and paper, and galley supplies just to name a few. That's what we provide – the everyday necessities that are required onboard for the crew to live and work.”

Government funds are spent in the store, rather than individual funds, Clarke explains. In its first year, the store had \$35 million in sales. The company provides products to the U.S. Department of Defense, but it concentrates on the Navy because of its concentration in Hampton Roads, Consford explains.

“We are the prime contractor,” Clarke explains. “We have subcontractors and vendors assigned to the store and support it. There are 20 vendors in the store providing varying degrees of products. About 65 percent of all sales go to JWOD and small business.” We also utilize the Virginia Industries for the Blind (VIB) as a sub contractor to assist in the day to day operation of the store.

MANCON is an Authorized Distributor for Javits-Wagner-O'Day (JWOD) products as mandated by the government in support of the National Industries for the Blind (NIB), and National Industries for the Severely Handicapped (NISH). The federal government mandates the purchase of JWOD products first before the purchase of items from a commercial business. “We support the philosophy and the mission of the Committee for Purchase from People Who Are Blind or Severely Disabled. The goals and objectives of these organizations are to provide employment opportunities to individuals who are blind or severely disabled,” Clarke explains.

“The government has a number of regulations regarding the purchase of materials, there are a lot of controls,” Clarke explains. “The JWOD Act requires certain products only be bought through NIB and NISH agencies.” The company is also required to follow the Buy America Act, and the PRIME (Plastics Reduction in Marine Environment) program to “keep plastics to a minimum so they don't affect sea life,” he explains.

Products need to be “sub-safe approved to go on submarines. You have to be very careful for the breathing environment and not causing fires,” Clarke notes. “We make sure products follow all government regulations.”

Clarke says the armed forces aren't required to use Servmart and it's not exclusive, “but the best advantage we have is that Super Servmart is located on base and our customers know we provide products that meet government procurement regulations. At other stores, customers don't necessarily know if that store is providing products that meet government regulations.” “We are a safe harbor for all of our customer's procurement needs” Clarke says. “From the moment a customer walks in the door at Super Servmart they can be assured the products on our shelves will meet all procurement regulations.”

While the company provides common products like cleaning supplies, it also provides unusual products specific to the military's needs, Clarke notes. "We've had orders for 10"-by-10"-by-12"-foot ammo lockers you can put on ships and specialized orders for fire equipment and equipment you don't find in a normal hardware store. We arrange it with manufacturers. The customer says, 'I need this, here are the requirements' and we'll take it from there."

#### About MANCON

Management Consulting Inc. (Mancon) was founded in 1983 as a woman-owned privately held business. "We became a large business in 1993" explains Bart Consford, Director of Business Development. "We were originally founded to provide logistics services to the Federal Government. Today, we have two distinct divisions; Government Services and Commercial Sales. Our Government Services Division has grown substantially into one of the largest and most diversified logistic services provider in the nation."

MANCON is a respected supplier of management, engineering, technical, logistics, administrative and operations support to industry and the federal government. MANCON customers include the Departments of Defense, Virginia Department of Transportation, Veterans Administration, and all military service components. Headquartered in Virginia Beach, Virginia, MANCON has major offices in Mayport, Florida; Cherry Point, North Carolina; Corpus Christi, Texas; San Diego, California; and Pearl Harbor, Hawaii, employing more than 1,000 individuals in the United States and overseas in Japan, Guam, Iceland, Puerto Rico, Bahrain and Italy.

#### Customer Service

"We're very customer-service oriented," Clarke states. "We want to make sure we are doing everything we can so the customer is following the rules they are supposed to, providing products in a timely, efficient manner that meets their requirements as best we can."

"We focus on customer service and satisfaction," Consford adds. "It has been a cornerstone for us since 1983, and probably one of the reasons we've been successful in becoming a large business. It's always No. 1 in our minds and making sure we provide quality products and personnel so we can meet those expectations."

To accomplish this mission, employee training is vital, the company notes. "We work with government agencies in doing individual training with people," Vice President David Meadows states. "Every employee in Super Servmart, including the vendors are fully trained and certified on JWOD rules and standards. Constant training ensures we remain up to date with latest rules, regulations and product offerings."

"One of the things that set us apart is that we're a very fluid company," Clarke says. "We operate in our environment as a very large business operated as a small business. We have meetings every week. While larger companies have to wait weeks to answer questions, our answers come in minutes."

"We don't have a lot of management layers in our company," Consford adds. "We can get straight to the top and get the answer quickly."

## Plans to Expand

“We have two divisions; our Government Services Division and our Commercial Sales Division,” Clarke notes. “We’d like to expand what we are doing for the Navy to other military branches. There is not much MANCON exposure on the Army and Air Force bases and this concept can be expanded to those activities. We know the regulations and can provide those types of services to them.”

The company plans to use the Internet to increase its reach.

“We want to take our store operation and expand that operation to a virtual environment where we can provide essentially the same types of product nationwide via an online ordering system,” Consford states. “The government is calling that a ‘Virtual Servmart’.”

“We’ve already developed that capability,” Consford continues. “With participation on the DoD EMail, we’re starting to expand. With just a few thousand dollars in sales in the early part of 2004, we now have over 1,700 orders and \$150,000 in sales online. It’s slow but picking up. We are expanding to the U.S. Coast Guard and to Department of Homeland Defense daily.”