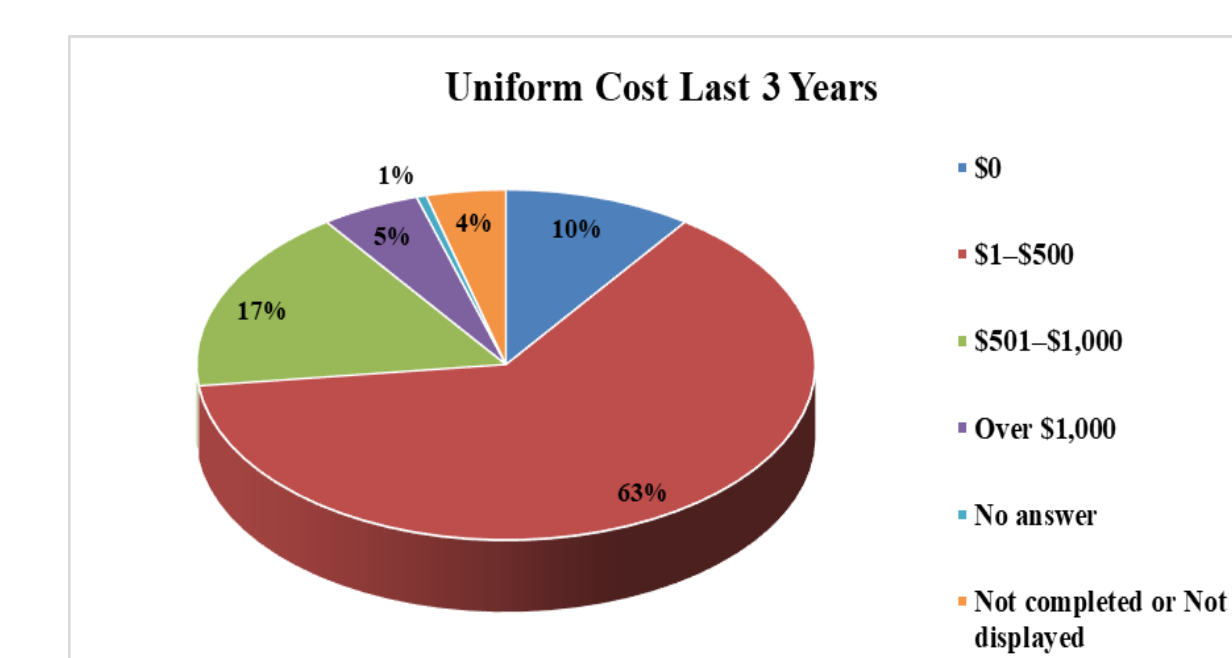
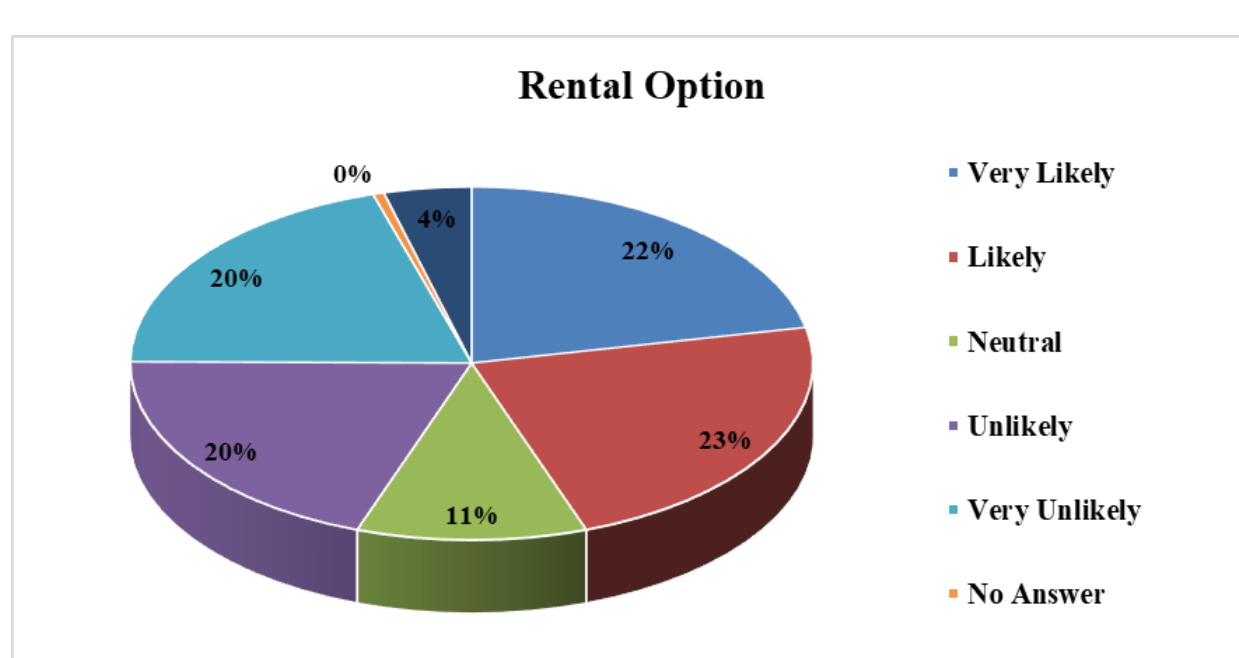
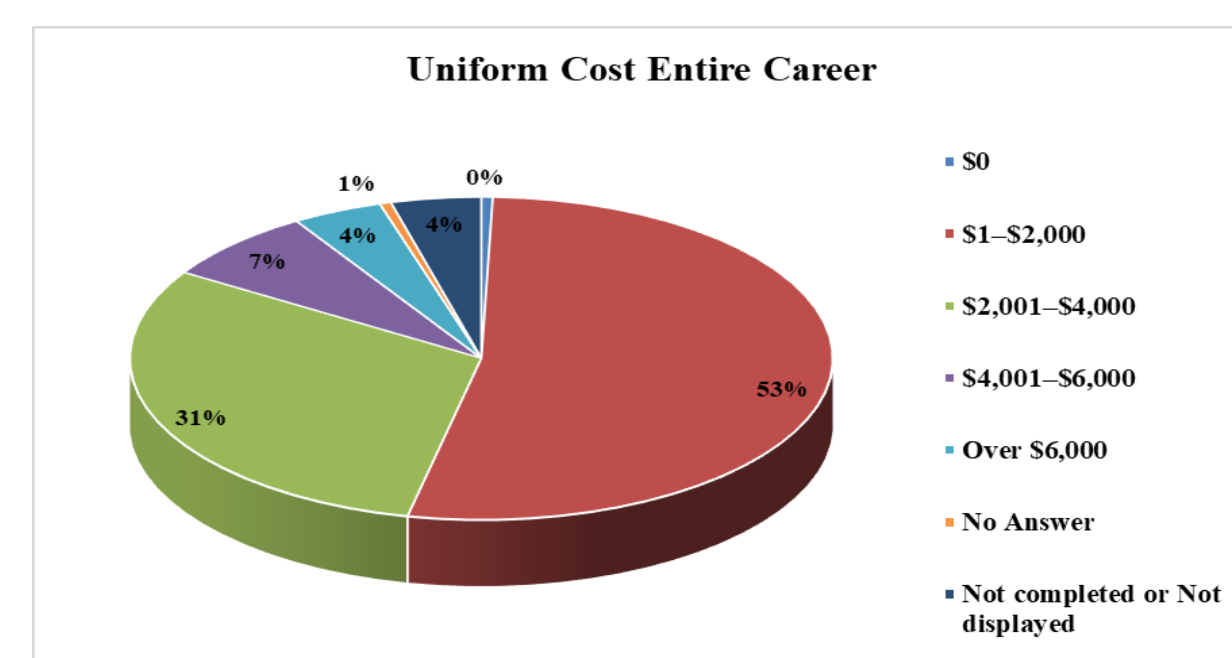
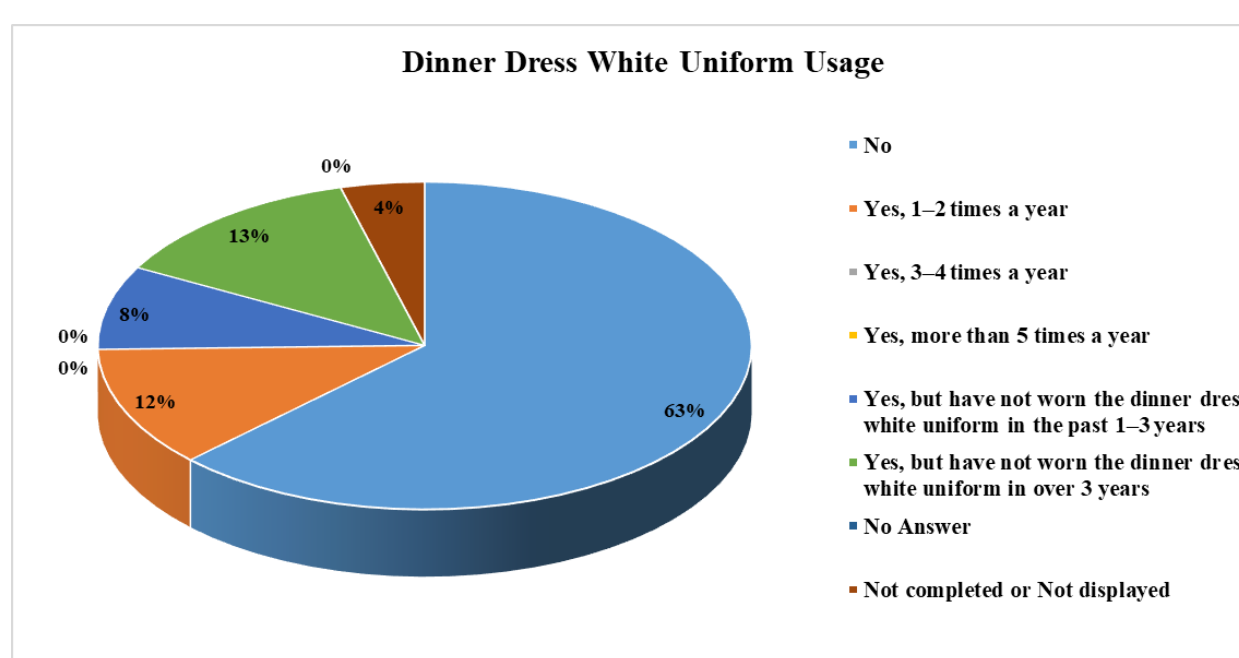


Abstract

Due to excessive purchase and maintenance costs of naval dress uniforms, our team utilized a cost-benefit analysis approach to analyze each component of the four dress uniforms to identify cost savings. We examined the dress uniform history, implementation, and the prescribed manner of wear to identify components that could be eliminated, changed, modified or cross utilized. We created a survey and received 185 complete responses from Naval Postgraduate School naval officers. More than 45% of respondents spent over \$2,000 on dress uniforms in their career, with the average years of service equating to 7.58 years. Officers receive an inadequate initial clothing allowance, that only covers an average of 73% of the mandated uniform costs. Our team identified two courses of action that result in cost savings. Replacing embroidered rank and service designator with hard shoulder boards, results in an average cost savings of \$112.00 per uniform and provides a single rank and service designator device that can be cross utilized with multiple uniforms. At retirement we estimate total cost savings of \$873.00 for males and \$1,160.67 for females. Eliminating the dinner dress white jacket results in an immediate cost savings of \$211.58 for males and \$331.40 for females. We recommend these cost savings be considered for adoption by the Navy's Uniforms Matters Office and special initial clothing monetary allowance be increased to cover mandated uniform purchases at commissioning.

Results

- 63% of those surveyed have not purchased the Dinner Dress White uniform. Additionally, 13% of those that have purchased the uniform did not wear it within the last 3 years.
- 31% of those surveyed spent at least \$2,000 and 53% spent up to \$2,000 in their career. (Note – over 50% of the respondents were O-3 and below)
- At least 45% of those surveyed would be interested in a rental option and 11% were neutral. Also, we found the rental option should not be done organically.
- E-7's receive an annual clothing allowance, yet make 36% more than an O-1 with a difference of \$1,149.30 and 8% more than an O-2 with a difference of \$340.80.

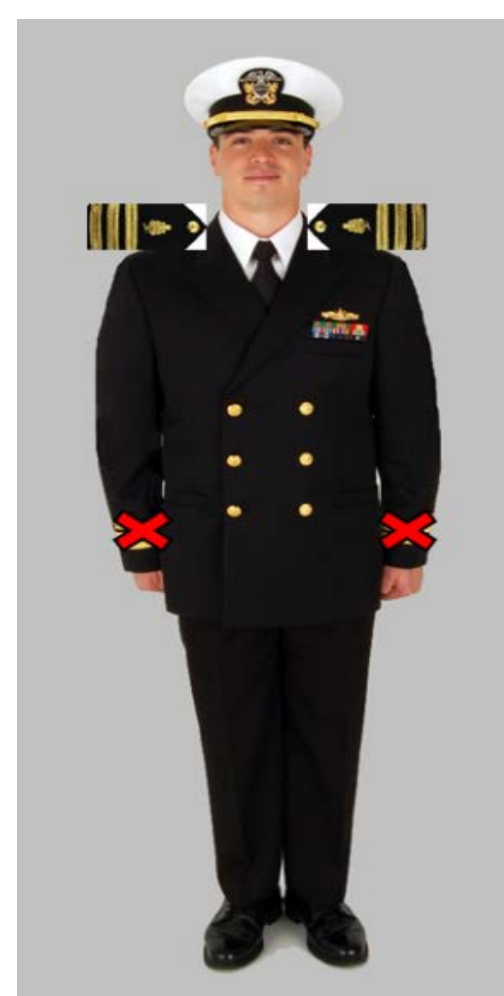


Recommendations

Eliminate White Dinner Dress Jacket creating only one Dinner Dress uniform to align with other services.
Total service member cost savings:
Males – \$211.58
Females – \$331.40



Eliminate striping on Service and Dinner Dress Blue Uniforms and Female Dinner Dress White Uniform and utilize shoulder boards interchangeably for all dress uniforms.
Total service member cost savings:
Per Uniform – \$48.45 to \$175.01



Implement an annual clothing allowance for O-1 and O-2 to offset the clothing allowance disparity between junior officers and chief petty officers.



Create a nonorganic rental option for service members to rent dress uniforms vice purchasing them.

