

Subject: : Paflyfish General Forum

Topic: : Pittsburgh Orvis Store

Re: Pittsburgh Orvis Store

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URL:

More than their on-the-shelf product mix, the thing that will make or break an Orvis Company Store in Pittsburgh is the general level of disposable income in the area. If you don't have pretty strong numbers of family folks making 150K plus or singles or couples without kids making 100K or better, its tough to sustain a company store with the inventory mix they seem to carry. I've seen a couple come and go out here in the Midwest. One because the higher end outdoor clothing/frou-frou market in the area was already saturated with REI, Bean, North Face, etc. stores and the other because of poor store placement (not enough disposable income around).

They're an interesting company. They seem to value their roots and their identification with their core businesses. I don't think fishing equipment/accessories on their own keeps the doors open on any of their company stores, even the one in Manchester. Yet, I've never been in a Orvis Company Store that didn't have a pretty robust fishing department staffed by people who at least know something about the sport.

I tend to credit the Perkins brothers for keeping Orvis this way. I see them as pretty level guys, loyal to their long time customer base.