How to do Business with DeCA

Marketing Business Unit (MBU)

Introduction

- The Marketing Business Unit (MBU) is responsible for managing the stock assortment for all CONUS commissaries
- How to do business with DeCA
  - www.commissaries.com

Commissaries.com - Business with DeCA - Microsoft Internet Explorer

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Business With DeCA

Contracting

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Business With DeCA

This Business Page provides various information and lin tors who currently provide goods and services to the Defense ners who are seeking DeCA business opportunities.

http://www.commissaries.com/about_us.cfm

Local intranet

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How to Present an Item

- DeCA Form 40-15 New Item Presentation
  - Available on www.commissaries.com
  - Available By E-mail from DeCA buyers
  - Available at all commissaries

DISPLAY PRESENTATION & NEW ITEM FORM

1. DeCA CONTROL NUMBER:

2.BROKER/MANUFACTURER:

3. CONTRACT#/VENDOR #:

4. EDI POC/PHONE NUMBER/E-MAIL:

5. SALES REPRESENTATIVE NAME/PHONE/CELL NUMBER/E-MAIL:

8. NEW ITEM: ( ) YES ( ) NO

IF YES CURRENT DISTRIBUTION LOCATIONS IN CIVILIAN MARKETS:

11. COUPON SUPPORT:
( ) NATIONAL FSI
( ) IN-STORE ON SHELF
( ) IN-STORE FLYER

12 IN-STORE DEMOS: ( ) YES ( ) NO

14. GUARANTEED SALE: ( ) YES ( ) NO

15.

Presented for		Buyer Accepted for	
( )	CONUS	( )	
( )	ALASKA	( )	
( )	HAWAII	( )	
( )	FAR EAST	( )	
( )	EUROPE	( )	

6. PROMOTIONAL DATES & PRICING PERIODS:

(A)
DISPLAY PERIOD DATES:
VPR DATES:

(B)
DISPLAY PERIOD DATES:
VPR DATES:

7. PRICING STRATEGY:
( ) HIGH/LOW
( ) EDLP
( ) MOD EDLP

9. DISPLAY: ( ) YES ( ) NO

10. MEDIA DATES-PROMO & NEW:
TV
RADIO
SAMPLING
OTHER

13. OTHER MARKETING FUNDS: ( ) YES ( ) NO

16.
Minimum Ship:
DISTRIBUTOR ALREADY SET UP FOR ITEMS ( ) YES ( ) NO
IF NO, DISTRIBUTOR SET-UP DATE: mm/dd/yr

17. BRAND NOMENCLATURE SIZE	18. CASE PACK / UI / UOM	19. ITEM UPC / CASE UPC	20. ITEM GTIN / CASE GTIN	21.MGR SPC REG COST / VPR COST / VPR%	22.PWR BUY REG COST / VPR COST / VPR%	23. PRI/SEC REG COST / VPR COST / VPR%	24. CRV PROD YES OR NO / AMOUNT	25.CIVILAIN PRICE E PRO / % Save / W PRO / % Save	25.CIVILAIN PRICE E REG / % Save / W REG / % Save	26.PATRON SAVINGS / PKG SALES / $ SALES	27. % LIFT MGR SPC / PWR BUY / PRIMARY SEC	28. CASE CUBE / CASE WT	29. LAYER TIE / HIGH TIER	30.ITEM DIMEN HEIGHT / WIDTH / DEPTH	31.CASE DIMEN HEIGHT / WIDTH / DEPTH	32. RSL CODE DEPT. / COMM CODE	33. A/R NEW MGR SPC / PW BUY PRI/SEC
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34. Vendor Remarks/Performance Requirements:

If item has a required CRV bottle deposit, please note the specific state requirements in this block:

This form is a legally binding, contractual agreement and participating parties who have signed this form are expected to follow through with their annotated commitments. A minimum of 60 days notice is required to deviate from this commitment. "The manufacturer voluntarily agrees to the DeCA delete process, including disposition of excess quantities after 90 days. The delete process will be followed in the event an item fails to meet either the manufacturer's volume projections or the minimum category requirements established by the buyer. The manufacturer agrees that DeCA has no responsibility to sell remaining inventory after 90 days from the date of first notice of intent to delete the item. The manufacturer also agrees that the item should support a reasonable relationship between normal turn volume and the distributor minimum ship quantity by distributor location. Once movement is established, the distributor will not be expected to order in minimum ship quantities that are excessive relative to sales movement."

35. BUYER APPROVAL/SIGNATURE:

DATE:

36. SALES REP SIGNATURE - PRINT NAME - PHONE #:

DATE:

E-MAIL ADDRESS:

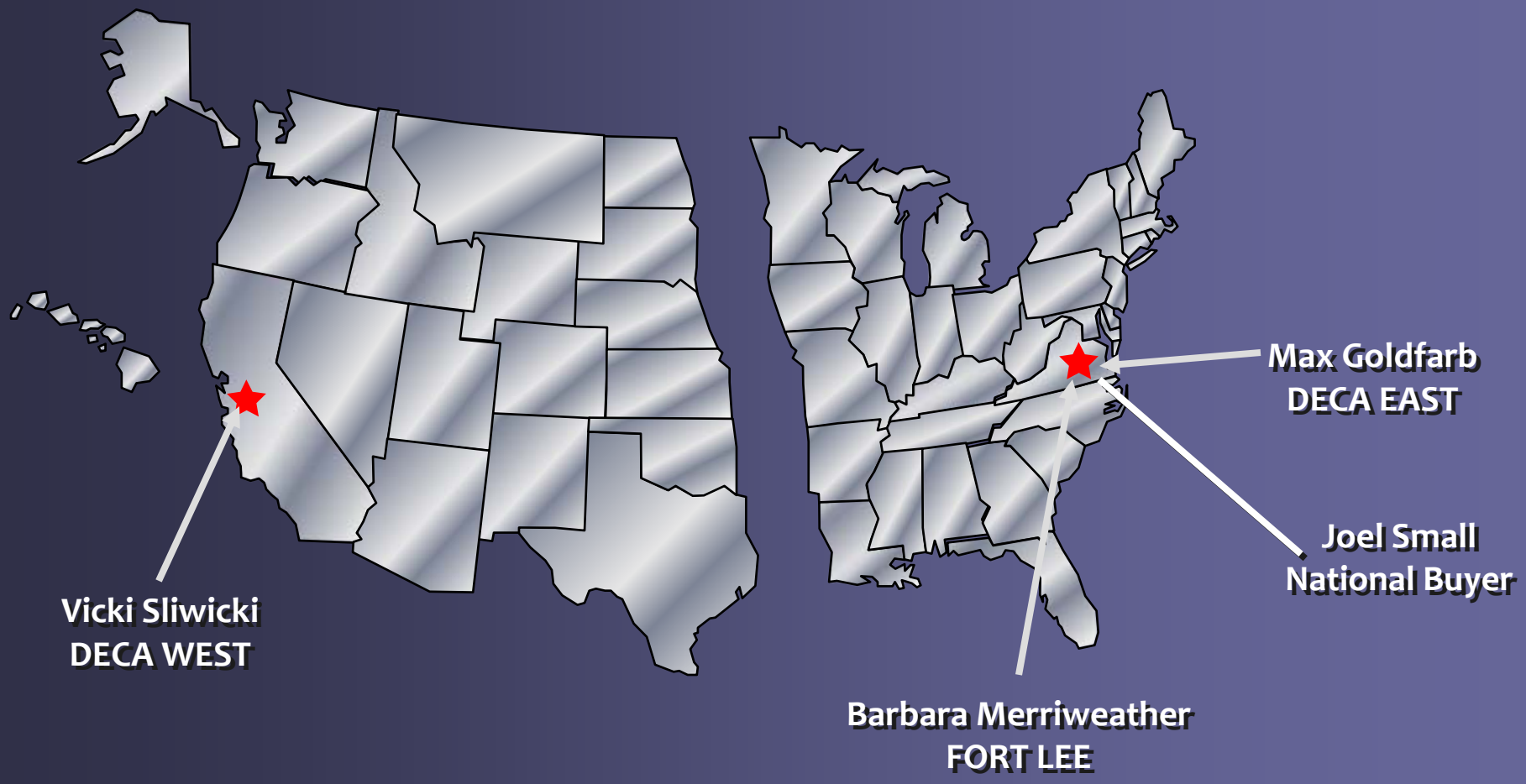
To Present to One Store

- Present to the store director
  - They will forward the presentation form to the local regional buyer for evaluation
  - No need to travel to local buyer or the MBU

To Present To A Group Of Stores Within A Region

- Present to the region/local buyer
- Barbara Merriweather is the category manager responsible for all local buying

To Present To A Group Of Stores Within A Region



To Present For More Than One Region

- Present to the appropriate MBU buyer listed on the directory or call (804)734-8000 x48614
  - Angel Ramos — Edible Shelf Stable
    - *Available on DeCA's Website or From ALA*
  - Barbara Merriweather — DSD Categories/Candy
  - Larue Smith — Frozen/Chill Foods
  - Bill Wood — Non-Edible, HBC, Household

Item Presentation

- All resale items must meet the requirements of USC Title 10
- DeCA supports local businesses
  - We sell 7,800 local items

USC Title 10, Section 2486

"(e) SPECIAL RULE FOR BRAND – NAME ITEMS – The Secretary of Defense may not use the exception provided in section 2304(c)(5) (Competition In Contracting Law) of this title regarding the procurement of a brand-name commercial item for resale in, at, or by commissary stores unless the commercial item is regularly sold outside of commissary stores under the same brand name as the name by which the commercial item will be sold in, at, or by commissary stores. In determining whether a brand name commercial item is regularly sold outside of commissary stores, the Secretary shall consider only sales of the item on a regional or national basis by commercial grocery or other retail operations consisting of multiple stores."

How Do We Determine If An Item Qualifies?

- We check our movement data base
- The vendor provides
  - Movement data
  - Written certification to the contracting officer

What Are Buyers Looking For?

- New item innovation
- Proven consumer acceptance
- Customer input
- Past brand performance
- Anticipated volume
- Current assortment efficiency
  - Price/value to category

First Responsibility Is To The Patron

- Have the items and brands that patrons desire at the best available price
- Maintain an efficient stock assortment that allows the purchase of new items when they hit the market
- Negotiate the lowest available price
- Promote and display to take advantage of known shopping patterns

If We Buy Your Product

- Product stock codes
  - K = Mandatory stockage in all DeCA CONUS regions
  - M = Mandatory in more than one regional area but not all regions
  - R = Mandatory in only one regional area
  - S = Optional/available to all stores in a regional area
  - O = Available seasonally
  - P = Phase out pending delete
  - Numbers 1 thru 5 (following the alpha product stock code) indicate store size required to stock the product

Deleted Items

- Necessary to an efficient stock assortment
  - Allows new item introductions
  - Fact based decisions
    - Category trends
  - Reclama opportunity
- Deleted items process
  - 60 days to liquidate residual stock
  - DeCA accepts no responsibility to flush out dead stock after the 60 days

New Suppliers

- Potential suppliers who have never conducted business with DeCA are encouraged to
  - Read the business guide on DeCA's Website
    - www.commissaries.com
  - Call DeCA points of contact, consult brokers and use military retail resources
  - Be ready to do business

In Summary

- The staff of the MBU strives to create an effective and efficient system to properly evaluate Industry offers
- The ultimate goal is to provide a resale stock assortment that provides strong sales and customer satisfaction

Brand Name Resale Contracting

- Mr. Judge F. Mays, III
  - Contracting Officer
  - (804) 734-8000 x48923
  - judge.mays@deca.mil

What are Resale Brand Name Items?

- Resale Items Procured By Brand Without Reference to Specification
- Regularly Sold Outside Commissary Stores Under the Same Brand Name By:
  - Commercial Grocery Stores
  - Other Retail Operations

What are Brand Name Items (Con't)?

- Lay's Potato Chips
- Del Monte & Hunt's Ketchup
- Pepsi Cola & Coca Cola
- Kellogg's
- Nestle
- Nabisco

If Your Items Are Approved.....

- Contracting Will Receive from the Category Manager or Buyer, a Signed DeCA Form 40-15
  - Consist of Item Description, UPCs, Prices Offered, Guaranteed Sale, Etc.

Solicitation Package

- If Your Items Are Approved, Contracting Will Send The Manufacturer or Vendor a <u>Solicitation Package to Complete</u>
  - Completion of Representations & Certifications

Representations & Certifications....

- **Business Size / Status**
  - **Small, Large, Women-Owned, Small Disadvantaged, Etc.**
- **If Your Business Is:**
  - **a Sole Proprietorship, a Partnership, or a Corporation**

Representations & Certifications....

- Manufacturer's Tax Identification Number
- Authorized Negotiator
  - Manufacturer or Vendor Employee That Can Enter Into an Agreement on the Behalf of the Company

Once Solicitation Package Is Received By Contracting.....

- Contracting Establishes a Contractual Agreement Between the Government and the Manufacturer or Vendor

The Type of Contract Established

- The Type of Contract Used for Purchasing

  Brand Name Items Is:

- RESALE ORDERING AGREEMENT (ROA)

What Is a ROA?

- ROA
  - A Written Basic Ordering Agreement Between DeCA and the Manufacturer or the Vendor
  - Consist of All Terms and Conditions Between DeCA and the Manufacturer or the Vendor

What Is a ROA?

- Identifies Specific Methods of Ordering, Delivery, Invoicing, Pricing, Etc.

- ROA is Signed by Both Parties

Before You Can Do Business With DeCA, You Must Have A .....

- **DUNS Number**
  - **Data Universal Numbering System (DUNS) Number**
- **What Is A DUNS Number?**
  - **A Nine Digit Number That Is Provided By Dun & Bradstreet**
  - **Identifies Your Company Physical Location**
    - 1-866-705-5711 **or www.dnb.com**

Before You Can Do Business With DeCA, You Must Have A .....

- CAGE Code
  - Commercial and Government Entity (CAGE) Code
- What is a CAGE Code?
  - A Five Character Designation That Identifies Your Company's 'Remit To' Address Location

Mandatory Requirements

- Must Be Registered In Central Contractor Registration (CCR)
  - Mandatory Registration By the Contractor To Be Considered for a ROA
  - To Register Online for CCR: www.ccr.gov

Mandatory Requirements

CCR - Update or Renew an Active Registration - Microsoft Internet Explorer

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Update or Renew Registration

Search CCR

Dynamic Small Business Search

Request Access to CCR Data

Security Notice

To update or renew a registration, please select one of the following:

- (●) I am **not** a U.S. Federal Government entity.*
- ( ) I am a U.S. Federal Government entity, required by my trading partner to be registered in CCR (e.g. CAGE code).
- ( ) I am a U.S. Federal Government entity registering for intra-governmental transactions.

*Note: Individuals are not required to register in CCR. However, all individuals functioning as businesses who desire to do business with the federal government are considered "Sole Proprietors" and are required to register in CCR. CCR Registration is NOT required for an Individual Grantee Registration.

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Mandatory Requirements

- Submission of Pricing:
  - Electronic Data Interchange (EDI)
    - Computer-to-Computer Exchange of Business Documents Using Public Standard Format
  - WEB
    - Internet

Mandatory Requirements

- Price Offers:
  - Price Offers Made By the Vendor or Manufacturer Shall Be as Low or Lower Than Those Offered to the Commercial Market

Mandatory Requirements

- **How To Get Paid:**
  - **All Manufacturers or Vendors Must Utilize Electronic Funds Transfer (EFT) to get PAID**
    - **Works like Direct Deposit**

Mandatory Requirements

- Invoicing Method:
  - All Manufacturers or Vendors Must Utilize Delivery Ticket Invoicing (DTI)
  - Not Required To Submit An Invoice
    - Payment Made Based on Delivery Ticket (i.e., Receiving Document, Packing Slip)
    - Electronically Transmitted to Paying Office

Payment Billing Periods

- FDS and DSD
  - Deliveries and Payment is Rollup (consolidated) Twice a Month (1st -15th; 16th - EOM)
  - Payment Received Within 23 Days
  - DSD-S
    - Per Delivery per Payment
    - Payment Received Within 30 Days

Mandatory Requirements

- Paying Office:
  - Third Party Pays DeCA Manufacturers and Vendors
    - Defense Finance and Accounting Service (DFAS)
      - Columbus, OH

Mandatory Requirements

- Must Delivery Your Product Under One of the Following Delivery Methods:

  - Frequent Delivery Systems (FDS)
  - Direct Store Delivery (DSD)
  - Direct Store Delivery –Single (DSD-S)

Mandatory Requirements

- **FDS – Product Delivered on a Predetermined Frequency (Electronically Ordered From and Delivered by the Manufacturer's Distributor)**
- **DSD – Product Ordered, Delivered, and Stocked by the Manufacturer (i.e., bread, milk, chips, etc.)**
- **DSD-S – Product Ordered by Store Personnel or Manufacturer; Delivered Days Later by Over-the-Road Carrier (i.e., trucking service)**

Brand Name Resale Contracting

- **WEBSITES:**
  - www.commissaries.com
  - www.ccr.gov
  - www.dnb.com

Thank You!

Ms. Janet Lawrence
National Buyer

Mr. Judge F. Mays, III
Contracting Officer