

INSTRUCTIONS

The instructions for processing the revised DeCA Form 40-15 (Oct 04) are as follows and are referenced back to the block number on the DeCA Form 40-15. All blocks are mandatory when a new item is presented with the exception of the DeCA only blocks (1 and 34). When the item is for display only, blocks 1, 29 – 32, and 36 are not required.

1. Control Number is for DeCA use only.
2. Annotate Broker/Manufacturer Name.
3. Annotate Contract Number/Vendor Number.
4. Annotate Electronic Data Interchange (EDI) point of contact, phone number, and e-mail address. The EDI point of contact is critical to ensure that if pricing issues arise, the Promotions Team can quickly resolve the issue without adverse action.
5. Annotate the Manager's Specials point of contact, phone number, and e-mail address. This field must be filled out for all Manager's Special presentations. This point of contact is needed to quickly resolve any payment issues.
6. Annotate the promotional dates and pricing periods for all items submitted for display. The blocks specified as display periods A – B are applicable to the promotional periods as follows: Display Period A denotes the first display period of the month and Period B the second display of the month for bi-monthly displays in accordance with DeCA's promotional calendar. (Please enter the applicable 30 or 45-day Voluntary Price Reduction (VPR) period as stated in the annual promotional calendar.)
7. Annotate the existing or planned pricing strategy for the item. This should include Hi/Low, Every Day Low Price (EDLP), or Modified EDLP.
8. Annotate whether you are presenting a new item. If yes, please ensure that blocks 29 – 32 are filled out.
9. Annotate whether you are presenting an item for display.
10. Annotate coupon support for the item. This should include national FSI, in-store on shelf, and in-store flyer.
11. Annotate national media dates for new items and promotional items. This should include TV, radio, sampling, or other.
12. Annotate in-store demos as yes or no. In the remarks section (block 35), annotate how the in-store demo will be accomplished. This should include number of stores that will participate and store locations.

13. Annotate if additional marketing funds are available to increase the patron base. Examples: Funds for support of the in-store radio, scholarship program, customer publications/handouts, and other outreach programs. Specific marketing information should be identified in the remarks section (block 35).

14. Annotate whether the promotion and/or item selection is worldwide, regional or store specific. If regional, identify the applicable regions. If store specific, identify the applicable stores in the remarks section (block 35).

15. Annotate guaranteed sale as yes or no.

16. Annotate the minimum ship quantity for distributor purchase for the applicable brand and manufacturer. Annotate whether or not a distributor has been set up to handle the item. If the item has not yet been set up at the distributor, annotate the set-up date.

17. Annotate NSN Number, Brand, Nomenclature, and Size. Top selling line-priced items must be listed in descending package sales rank order. When presenting a shipper/pallet, annotate the total shipper/pallet units in this field. In addition annotate the number of units for each item within the shipper/pallet in this field.

18. Annotate the case pack, unit of issue, and unit of measure. The case pack and unit of issue are 1 SH for shippers and 1 PL for pallets.

19. Annotate the item and case Universal Product Codes (UPC). **Include the lead digit but not the trailing digit.**

20. Annotate the item and case Global Trade Identification Number (GTIN).

21/22/23. Annotate the Manager's Special (block 21), Power Buy (block 22), and Primary/Secondary (block 23) prices for all items presented for a promotional period. In the Power Buy column, annotate the total number of cases for the Power Buy. The regular cost/EDLP, VPR cost, and VPR percentage should be stated for all applicable classifications. The regular cost must be the most recent regular EDI price. This price must also be utilized as the regular cost on any industry provided DeCA signage. The VPR percentage in this field applies to the percent savings over the DeCA regular cost. For new item introductions, enter the new item introduction price in the primary price column. In addition, annotate "New Item Introduction Only" in the remarks section (block 35). Shippers/Pallets should be handled as follows:

Shippers/Pallets – Shipper/pallet prices should be annotated in the primary price field. The shipper/pallet cost should be the total cost of the shipper/pallet. The unit cost price should be utilized for the contents of the shipper/pallet. The unit cost price(s) multiplied by the number of units annotated in block 17 must equate to the shipper/pallet total cost.

24/25. Annotate recommended case quantities to support the promotion for items presented for primary/secondary offers for Class 1, 2, 3, 4, and super stores. Quantities for power buys and shipper/pallets/one time buys (OTBs) should be handled as follows:

Power Buys – Industry recommended quantities should be annotated in the Power Buy section (block 22).

Shippers/Pallets & One Time Buys (OTBs) – Industry recommends quantities by store class. If the shipper/pallet contains hard coded items, the highest classification of the contents would dictate the “O” code. Submit an ad slick for all shippers/pallets and OTBS to slicks@deca.mil.

26. Annotate the average civilian non-promoted east and west coast prices as well as promoted east and west coast prices (using the Mississippi River as the line of demarcation). Also annotate the percent savings over retail in this column.

27. Annotate the patron savings, package sales, and dollar sales that will be generated by this promotion.

28. Annotate average lift for each item (daily average sales in units during promotion – daily average sales in units during non-promoted periods/daily average sales in units during non-promoted periods) for Manager’s Specials, Power Buys, Primary items, and Secondary items (in percentage format). If military scanning data is not available, then internal shipments or civilian data should be presented.

29/30/31/32. If presenting a new item, annotate the case cube and case weight (29), tie and high tier (30), item dimension (height/width/depth) (31), and case dimension (height/width/depth) (32).

33. Annotate the RSL code. If the item is a regional item or store specific, the appropriate regions/stores should be listed on the top right of the document in the Worldwide/Region/Store field (block 14) with the applicable “M” code or “S” code. Annotate DIBS commodity code.

34. This block is for DeCA use only.

35. Annotate vendor remarks and performance requirements. This should include DeCA theme promotions. Major programs and events should be summarized in Microsoft Word and e-mailed to the buyer and promotions manager for inclusion in the appropriate display package. Please note in the remarks block the addition of the following purchase agreement. “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.”

36. This block is for DeCA use only.

37. Date, print and sign the DeCA Form 40-15. Include your e-mail address and phone number.

Current inconsistencies have resulted in DIBS processing delays and changes to the promotional packages. A corrected display form should be provided to the buyer and promotions manager when changes from the published promotional package occur (i.e., the case pack, or unit/case UPC changes). The published information and correct information should be clearly stated on the corrected DeCA Form 40-15 as well as the display period in which the item was listed.

The effective execution of DeCA’s promotional programs will help produce a more consistent level of promotional activity throughout the Agency and ultimately build sales as well as savings throughout the system. The uniform procedures outlined in these instructions will establish a smooth flow of product from presentation of the item to point-of-sale.