



**DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800**

IN REPLY
REFER TO

MPS

August 25, 2017

NOTICE TO THE TRADE - DeCA NOTICE 17-56

SUBJECT: Category Review Notification-Pet supplies

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Pet supplies category review beginning in September 2017.

The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. Darrell J. Clary, Category Manager, at darrell.clary@deca.mil or 804-734-8000, extension 4-8866.

Tracie L. Russ
Director, Sales

Attachments
As stated

CATEGORY PLAN

Category:	Pet Supplies
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	EXCLUDE
Optional items (Include / Exclude):	
One-time buy/seasonal items (Include / Exclude):	INCLUDE IN DISCUSSION
Club packs (Include / Exclude):	
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	
Date Last Completed (MM/YYYY):	Unavailable
Category Manager:	Darrell Clary
Implementation / Scorecard to be Managed by:	
Category Role (e.g. Destination, Routine, Convenience):	Destination
Marketing Strategy:	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	
Seasonal Promotions?:	Christmas, Halloween, Valentine, Pet month
Theme Event?	
Method (i.e. Mandate):	
Category Objectives:	The objective strategically is to align pet supplies with dog food, by providing superior pet supplies that focus on new and innovation
<i>(Examples of Objectives - Increase/Decrease # of SKU's, Increase/Decrease Linear Footage of Section, Streamline Assortment, Increase/Decrease # of Promotions, Evaluate New Item Proposals, Plan for Trends and retail best practices, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	BRING ANY AND ALL MARKETING INFORMATION TO REVIEW
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	
K2 (e.g. 12ft)	
K1 (e.g. 8ft)	
Preferred Period Ending for Data (MM/YYYY):	July 2016 - July 2017
Preferred Timeframe for Data (e.g 26 Weeks)	52 week review of sales volume and unit volume
Data - Geography (e.g. Worldwide, ConUS)	CONUS
Primary Ranking of Data (Packages, Dollars)	52 week review of sales volume and unit volume
Secondary Ranking of Data (Packages, Dollars):	
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Comparing to premium products found in PETCO/PETSMART