

PSVS

NOTICE TO THE TRADE – DeCA NOTICE 11-116

SUBJECT: Presentations to DeCA for New Items, Promotions and File Maintenance Requests

Defense Commissary Agency (DeCA) has changed its presentation process for new items, promotions and file maintenance requests. Specifically, DeCA Form (DeCAF) 40-15, Display Presentation and New Item Form, November 2007, has been replaced by DeCAF 40-15, Display Presentation, New Item and File Maintenance Form, August 31, 2011—all previous versions are hereby rendered obsolete. The goal: by improving its primary tool for evaluating Industry's offers, the Agency expects to improve its resale stock assortment, provide stronger sales and improve customer satisfaction.

More changes have been made to the DeCAF 40-15 than can be fully communicated here. You are strongly encouraged to closely review the revised form (and its revised instructions) before putting it to use. Copies are available:

- On the Web at www.commissaries.com/About Us/Business with DeCA/Marketing
- On the Web at www.ala-national.org/commissaries/doing business
- By e-mail from DeCA buyers
- At all commissaries

Here are some of the bigger changes:

- The revised DeCAF 40-15 has been designed to enable DeCA to electronically store scanned submissions. In order for stored information to be retrievable, each form must be identically structured. For this reason it has been protected. You will now only be able to affect data entry cells—and the data you input into those cells must be valid. For instance: if you attempt to input less than or more than 14 characters into the data entry cell for the UNIT GTIN field, an error message will pop up. And for the same reason, you will no longer be able to modify the font format, or insert or alter rows and columns.
- Continuation sheets (for item presentation, CRV data, DoDAAC identification, and remarks) have been added. See instructions for detailed explanations of their usage.
- A certification sheet (concerning USC Title 10 (e), **Special Rule for Brand Name Items**) has been added to the total 40-15 package. See instructions for a detailed explanation of its usage.
Suppliers are required to identify their Global Data Synchronization Network (GDSN) compliance status. DeCA's GDSN implementation plan calls for all new item and file maintenance information to be exchanged with suppliers using

GDSN by June 2013. DeCA strongly encourages suppliers to be early adopters. Participation in this mutually beneficial collaboration will increase supply chain efficiencies. A separate notice to the trade, announcing the integration of GDSN into DeCA's new item and file maintenance process, will follow.

- To submit your presentation, scan a signed hard copy, and then forward it to the appropriate buyer:
 - When submitting it for consideration in one or more marketing areas (i.e. Worldwide, Northeast, Central, Southern, Midwest, Southwest, Northwest, Pacific, and/or Europe), submit the completed form to the applicable buyer at DeCA HQ, as listed in the Product Support Marketing Business Unit Buying and Contracting Assignments document (available at www.commissaries.com/About Us/Business with DeCA/Resale Commodities Points of Contact).
 - When submitting it for consideration for a limited grouping of CONUS stores within a geographic area (including Alaska/Hawaii), submit to the appropriate local buyer (see the document referenced above).
 - When submitting it for consideration for OCONUS stores (i.e. Pacific Theater and/or Europe), submit the completed form to the applicable buyer responsible for the OCONUS area (see the document referenced above).
 - When submitting it for consideration for a single store, submit the completed form to the store director. The store director will then forward the presentation form to the local regional buyer for evaluation. There is no need for you to meet with the buyer yourself. The store director point of contact information can be found by selecting the applicable store at www.commissaries.com/Locations/Store Locator.
- Documents must be signed using either blue or black ink.

Here's what will not change:

- DeCA's first responsibility is to its customers. Its objective is to have the items and brands that patrons desire at the best available price, maintain an efficient stock assortment that allows the addition of new items as they hit the market, negotiate the lowest available price, and promote and display items based on known shopping patterns. DeCA uses the following criteria when considering presentations:
 - New item innovation
 - Proven consumer acceptance
 - Customer input
 - Past brand performance
 - Anticipated volume
 - Current assortment efficiency
 - Price/value to category

When an item is selected, DeCA will assign it a two digit code called the Region Stock List (RSL) code. It will be comprised of an alpha character followed by a numeral, and will determine the manner in which the item is adopted at DeCA's commissaries:

- A “K” code requires mandatory stockage in all DeCA CONUS marketing areas.
- An “M” code requires mandatory stockage in one or more marketing areas but not all marketing areas.
- An “R” code requires mandatory stockage in only one marketing area.
- An “S” code indicates the item is optional and available to all stores in a marketing area.
- An “O” code means item is optional and available for a limited period of time for one or more marketing areas.
- An “H” code means item is a holiday item and available to all stores in a marketing area for a specific holiday.
- And a “P” code indicates that an item is being phased out and will be deleted.
- The numeral (1-5) following the alpha character indicates the store size (and above) for which the mandates signified by the alpha character is applicable. A listing of the store size for each department (and any exceptions) is available at www.commissaries.com/About Us/Business with DeCA/Planograms (select the category labeled “Store/Dept/Category/RSL”)

When an item is deleted, the supplier has 60 days to liquidate residual stock. While DeCA will continue to order the item during the phase out period, it cannot accept responsibility to sell any remaining dead stock after the 60 day period.

Potential suppliers who are new to DeCA are encouraged to read the business guide on DeCA’s Web site (www.commissaries.com/About Us/Business with DeCA/Resale Grocery Products and Services), to call DeCA points of contact, consult brokers and use military retail resources, and ready to do business.

If you have any additional questions or need additional information regarding this notice to the trade, contact Ms. Michelle Frost, (804) 734-8000, extension 4-8696, or michelle.frost@deca.mil.

Christopher T. Burns
Director of Sales

Attachments:

1. DeCA Form 40-15
2. Instruction for DeCA Form 40-15
3. GDSN Package Measurement Rules, GS1 Standards Document, Issue 1.111, June 2011