NOTICE TO THE TRADE - DeCA NOTICE 15-35

SUBJECT: Category Review Notification - Vitamins and Supplements

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Vitamins and Supplements category review beginning in June. 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. LaRue Smith at, larue.smith@deca.mil or, 804-734-8000, extension 4-8255.

Tracie L. Russ
Director, Sales
## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

**Category:**
Universe of Items Included (e.g. D/C/G codes):
Planogram Name / Number*:
*Category definition based on current and previous published planograms (to include items that have been phased out).
Regional items (Include / Exclude):
Optional items (Include / Exclude):
One-time buy/seasonal items (Include / Exclude):
Club packs (Include / Exclude):

**Category Segmentatation (if different than D/C/G codes identified above):**

**Category Review Month (MM/YYYY):**

**Data Last Completed (MM/YYYY):**

**Category Manager:**
LaRue Smith, Category Manager

**Implementation / Scorecard to be Managed by:**
Michael Shannon, Merchandising Specialist

**Category Role (e.g. Destination, Routine, Convenience):**
Routine

**Marketing Strategy:**
To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:
- Number of Promotions Per Year:
- Theme Event?
- Method (i.e. Mandate):

**EDLP and Mandate**

**Category Objectives:**
Streamline assortment, evaluate innovative new items, plan for future trends, mirror best in class retail practices, maximum space for high velocity items by providing optimum packout/days of supply.

(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)

**Special Factors/Notes:**
Provide presentations to show DeCA CONUS Vs. XACOC, 52 & 26 weeks $, unit sales, items change %, RSL codes, segments sales, SPPD, brand sales/shares and patron savings. The same sales facts should be provided for East & West Coast. Finally, your recommendations.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

**Evaluation Criteria:**
Current Category POG Size (in Linear Feet):
- K5 (e.g. 12ft) 24ft
- K4 (e.g. 12ft) 24ft
- K3 (e.g. 12ft) 12ft
- K2 (e.g. 12ft) 8ft
- K1 (e.g. 8ft) 8ft

Preferred Period Ending for Data (MM/YYYY): 05/2015
Preferred Timeframe for Data (e.g. 26 Weeks) 52/26 weeks
Data - Geography (e.g. Worldwide, ConUS)
Primary Ranking of Data (Packages, Dollars) DeCA Conus & XACC
Secondary Ranking of Data (Packages, Dollars): Packages
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets) XACC

3/13/2015