



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

IN REPLY
REFER TO

MPS

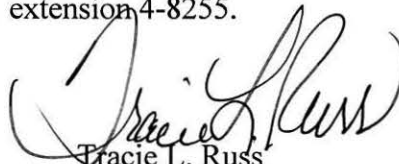
March 10, 2015

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):	8411, 8412, 8413, 8414, 8415, 8416, 8417
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):	Include
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):	7/2007
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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:	4
Seasonal Promotions?:	January, February, April & October
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)	DeCA Conus & XAOC
Primary Ranking of Data (Packages, Dollars)	Packages
Secondary Ranking of Data (Packages, Dollars):	Dollars
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	XAOC