

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Can Vegetables, Can Fruit, Can Tomatoes
Universe of Items Included (e.g. D/C/G codes):	41, 42, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 59, 60, 61, 62, 65,
Planogram Name / Number*:	69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 91
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Included
Optional items (Include / Exclude):	Excluded
One-time buy/seasonal items (Include / Exclude):	Excluded
Club packs (Include / Exclude):	Included
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	04/2015
Date Last Completed (MM/YYYY):	
Category Manager:	Steve Villeneuve
Implementation / Scorecard to be Managed by:	Darrell Clary, Merchandise Specialist
Category Role (e.g. Destination, Routine, Convenience):	Routine
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:	TO BE DETERMINED
Seasonal Promotions?:	YES
Theme Event?	EDLP
Method (i.e. Mandate):	MANDATE
Category Objectives:	SKU optimization Update based on trends and retail best practices.
<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:	Business item line review covering performance data showing DeCA CONUS vs XAOC, FY (2014) 52 week & current 26 weeks.
<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)	Can Vegetable Can Fruit Can Tomatoes
K4 (e.g. 12ft)	16' 16' 08'
K3 (e.g. 12ft)	16' 16' 08'
K2 (e.g. 12ft)	16' 12' 04'
K1 (e.g. 8ft)	08' 08' 04'
Preferred Period Ending for Data (MM/YYYY):	
Preferred Timeframe for Data (e.g. 26 Weeks)	FY 2014(52 weeks) & current 26 weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	Packages
Secondary Ranking of Data (Packages, Dollars):	Dollars
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	RM & AOC