



IN REPLY
REFER TO

DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE FORT LEE,
VIRGINIA 23801-1800

MPS

July 31, 2015

NOTICE TO THE TRADE—DeCA NOTICE 15-77

SUBJECT: Category Review Notification – Baby Foods

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Baby Foods category review beginning in March 2016. 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

Attachment
As stated

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 Segmentation (if different than D/C/G codes identified above):

Baby Foods

0351, 0352, 0353, 0354, 0355, 0356, 0357, 0358, 0359 and 0403

Include

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

03/2012

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, maximize space for high velocity items by providing optimum pack/out/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:

Structure presentation to show DeCA CONUS Vs. XAOC, 52 & 26 weeks \$, unit sales, items change %, RSL codes, segments sales, SPPD, brand sales, brand shares, and patron savings. 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)

32ft

K4 (e.g. 12ft)

32ft

K3 (e.g. 12ft)

32ft

K2 (e.g. 12ft)

24ft

K1 (e.g. 8ft)

12ft

Preferred Period Ending for Data (MM/YYYY):

01/2016

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