NOTICE TO THE TRADE – DeCA NOTICE 15-78

SUBJECT: Category Review Notification – Diapers and Training Pants

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Diapers and Training Pants category review beginning in April 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.

Attachment

As stated
### CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

**Category:**
- Universe of Items Included (e.g. D/C/G codes): Diapers and Training Pants
- 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):

**Category Review Month (MM/YYYY):**
- Date Last Completed (MM/YYYY):
  - 04/2011

**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:
  - Seasonal Promotions?:
  - Theme Event?
  - Method (i.e. 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):
  - K4 (e.g. 12ft):
  - K3 (e.g. 12ft):
  - K2 (e.g. 12ft):
  - K1 (e.g. 8ft):
  - Preferred Period Ending for Data (MM/YYYY):
  - Preferred Timeframe for Data (e.g. 26 Weeks):
  - Data - Geography (e.g. Worldwide, ConUS):
  - Primary Ranking of Data (Packages, Dollars):
  - Secondary Ranking of Data (Packages, Dollars):
  - Comparison Retail Market (e.g. All Other Channels**, Remaining Markets):

**Preferred Period Ending for Data (MM/YYYY):**
- 02/2016

**Preferred Timeframe for Data (e.g. 26 Weeks):**
- 02/26 Weeks

**DeCA Conus & XAOC**
- Packages
- Dollars

**XAOC**

7/31/2015