



IN REPLY  
REFER TO

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

MPS

October 8, 2015

NOTICE TO THE TRADE - DeCA NOTICE 15-96

SUBJECT: Category Review Notification-Laundry Detergent

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Laundry Detergents category review beginning in November. The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Rena Dial at, [rena.dial@deca.mil](mailto:rena.dial@deca.mil) or, 804-734-8000, extension 4-8014.

Tracie L. Russ  
Director, Sales

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>Laundry Detergent</b>
Universe of Items Included (e.g. D/C/G codes):	1508/1509/1525
Planogram Name / Number*:	Detergent Heavy Duty Laundry
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Exclude
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	Category Segmentation will be based on Industry best practices
<b>Category Review Month (MM/YYYY):</b>	<b>November 2015</b>
Date Last Completed (MM/YYYY):	November 2014
<b>Category Manager:</b>	Rena Dial
<b>Implementation / Scorecard to be Managed by:</b>	Rena Dial
<b>Category Role (e.g. Destination, Routine, Convenience) :</b>	Destination
<b>Marketing Strategy:</b>	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
<b>Category Objectives:</b>	Meet category objectives below and Plan for Trends and best retail practices.
 <i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
<b>Special Factors/Notes:</b>	Focus on Consumer segmentation
 <i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	44 ft
K4 (e.g. 12ft)	44 ft
K3 (e.g. 12ft)	36 ft
K2 (e.g. 12ft)	24 ft
K1 (e.g. 8ft)	16 ft
Preferred Period Ending for Data (MM/YYYY):	September 2015
Preferred Timeframe for Data (e.g 26 Weeks)	52 Weeks
Data - Geography (e.g. Worldwide, ConUS)	Conus
Primary Ranking of Data (Packages, Dollars)	Dollars
Secondary Ranking of Data (Packages, Dollars):	Units
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Stock Assortment RM - Patron Saving AOC