



IN REPLY  
REFER TO

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

MPS

February 12, 2018

NOTICE TO THE TRADE - DeCA NOTICE 18-11

SUBJECT: Category Evaluation Notification- Laundry Fabric Care

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Laundry Fabric Care category evaluation March 1-April 2, 2018. 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, Category Manager at, [rena.dial@deca.mil](mailto:rena.dial@deca.mil) or, 804-734-8000, extension 4-8014 or Ms. Lisa Owens, Merchandising Specialist, [lisa.owens@deca.mil](mailto:lisa.owens@deca.mil) or extension 4-8181.

Tracie L. Russ  
Director, Sales

Attachment  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>Laundry Fabric Care</b>
Universe of Items Included (e.g. D/C/G codes):	1506,1511,1549,
Planogram Name / Number*:	<b>Fabric Softener</b>
<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>	03/ 1/2018
Date Last Completed (MM/YYYY):	04/ 2/2018
<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>	Routine
<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. Streamline to meet pack out.
<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)	12 ft.
K4 (e.g. 12ft)	12 ft.
K3 (e.g. 12ft)	12 ft.
K2 (e.g. 12ft)	8 ft
K1 (e.g. 8ft)	4 ft
Preferred Period Ending for Data (MM/YYYY):	02/2018
Preferred Timeframe for Data (e.g 26 Weeks)	52 & 26 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