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 or, 804-734-8000, extension 4-8014 or Ms. Lisa Owens, Merchandising Specialist, lisa.owens@deca.mil or extension 4-8181.

Attachment

As stated
**CATEGORY PLAN**  
(Publish 30 Days Prior to Category Review)

<table>
<thead>
<tr>
<th>Category: Laundry Fabric Care</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Universe of Items Included (e.g. D/C/G codes):</strong></td>
</tr>
<tr>
<td><strong>Planogram Name / Number</strong>:</td>
</tr>
<tr>
<td><strong>Category</strong></td>
</tr>
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</tr>
<tr>
<td><strong>Planogram Name / Number</strong>:</td>
</tr>
<tr>
<td><strong>Category Segmentation (if different than D/C/G codes identified above):</strong></td>
</tr>
</tbody>
</table>

**Category Review Month (MM/YYYY):** 03/1/2018  
**Date Last Completed (MM/YYYY):** 04/2/2018  
**Category Manager:** Rena Dial  
**Implementation / Scorecard to be Managed by:** Rena Dial  
**Category Role (e.g. Destination, Routine, Convenience):** Routine  
**Marketing Strategy:**  
- **Number of Promotions Per Year:**  
- **Seasonal Promotions?:**  
- **Theme Event?:**  
- **Method (i.e. Mandate):**

**Category Objectives:** Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.

(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)

**Special Factors/Notes:** Focus on Consumer segmentation

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

**Evaluation Criteria:**

- **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

2/12/2018