



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

IN REPLY
REFER TO

MPS

April 16, 2018

NOTICE TO THE TRADE – DeCA NOTICE 18-37

SUBJECT: Category Review Notification – Bird Food

The purpose of this notice is to advise Industry the Sales Directorate will conduct a Bird Food category evaluation beginning May 14-June 18, 2018. The attached template identifies the commodity to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Rena Dial, Category Manager, 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.

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):

Bird Seed

Exclude

Exclude

Exclude

Include

Category Segmentation will be based on Industry best practices

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

May-18

12/22/16

Category Manager:

Rena Dial

Implementation / Scorecard to be Managed by:

Rena Dial

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:

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)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

8 ft.

8 ft

8 ft.

4 ft

4 ft

Preferred Period Ending for Data (MM/YYYY):

05/01/18

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