



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

IN REPLY  
REFER TO

MPS

November 2, 2018

NOTICE TO THE TRADE - DeCA NOTICE 18-75

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 detergent category review beginning November 15, 2018. The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

Questions or concerns 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.

Tracie L. Russ  
Director, Sales

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

**Category:**

**Laundry Detergent**

Universe of Items Included (e.g. D/C/G codes):

Dept. 22

Planogram Name / Number\*:

*\*Category definition based on current and previous published planograms (to include items that have been phased out).*

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

**Category Review Month (MM/YYYY):**

04/2018

Date Last Completed (MM/YYYY):

**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)

40, 44, 48, 52, 56, 60, 64, 68, 72, 76, 80

36,

24, 28, 32,

8, 12, 16, 20

Preferred Period Ending for Data (MM/YYYY):

10/2018

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