



IN REPLY
REFER TO

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

MPS

January 10, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-05

SUBJECT: Category Review Notification – Dish Detergent & Gloves

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Dish Detergent & Gloves in February 2019. Appointments will be accepted for February 6, 13, and 20. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Any 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, at lisa.owens@deca.mil or extension 4-8181.

Tracie L. Russ

Tracie L. Russ
Director, Sales

Attachments
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Dish Detergent & Gloves
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	
<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
Category Review Month (MM/YYYY):	February 2019
Date Last Completed (MM/YYYY):	April 2018
Category Manager:	Rena Dial
Implementation / Scorecard to be Managed by:	Rena Dial
Category Role (e.g. Destination, Routine, Convenience):	CPI
Marketing Strategy:	
<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):	
Category Objectives:	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>	
Special Factors/Notes:	Focus on Consumer segmentation
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	8 ft.
K5 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)	12 ft.
K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)	16 ft.
K3 (e.g. 12, 16, 20, 24 ft.)	20 ft.
K2 (e.g. 20, 24, 28, 32ft)	
K1 (e.g. 12,16ft)	
Preferred Period Ending for Data (MM/YYYY):	01/2019
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