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

IN REPLY
REFER TO

MPS   June 13, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-39

SUBJECT: Category Review Notification – Pet supplies

The purpose of this notice is to advise Industry the Sales Directorate will conduct a category review for Pet Supplies beginning in July. Appointments / presentations will accepted for July 9-31, 2019.

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. Cheryl Brown, Merchandising Specialist, extension 4-8365 or cheryl.brown@deca.mil.

Tracie L. Russ
Tracie L. Russ
Director, Sales

Attachment
As stated

<table>
<tr><td colspan="2" align="center">**CATEGORY PLAN**

(Publish 30 Days Prior to Category Review)</td></tr>
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Category:	**Pet supplies**
Universe of Items Included *(e.g. D/C/G codes)* :	07500
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)*:	July 2019
Date Last Completed *(MM/YYYY)*:	September 2017

Category Manager:	Rena Dial

Implementation / Scorecard to be Managed by:	Rena Dial

Category Role *(e.g. Destination, Routine, Convenience)* : |
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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: |
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Current Category POG Size *(in Linear Feet)*: |
K5 *(e.g. 12, 16, 20, 24 ft)* |
K4 *(e.g. 12, 16, 20, 24 ft)* | 16 Ft
K3 *(e.g. 12, 16, 20, 24 ft.)* | 12 Ft
K2 *(e.g. 8ft)* | 8 Ft.
K1 *(e.g. 8ft)* | 4 FT.
Preferred Period Ending for Data *(MM/YYYY)*: | 0
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