



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

**IN REPLY
REFER TO**

MPS

January 13, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-43

SUBJECT: Category Review Notification – Water (Still)

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Water (Still) in February 2021. Appointments / presentations will be accepted on Wednesdays through the month of February 2021. Appointment requests must be submitted to Rebekah Fine no later than January 29, 2021. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Rebekah Fine, Merchandising Specialist, at rebekah.fine@deca.mil or 804-734-8000 extension 48736.

Bonita M. Moffett
Director of Sales

Attachments:
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):

Water

10250

Include

Include

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

February 2021

June 2019

Category Manager:

Darrell Clary

Implementation / Scorecard to be Managed by:

Rebekah Fine / Darrell Clary

Category Role (e.g. Destination, Routine, Convenience) :

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):

Destination

Monthly

Yes

Yes

Mandated and 4-Day Specials

Category Objectives:

Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin).

Special Factors/Notes:

Focus on key market drivers while integrating new innovations.

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

12ft and above

8ft

4ft

DeCA FY 20

52 Weeks

Worldwide

Dollars/Units

Patron Savings/Margin

AOC