



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

MPS

October 21, 2015

NOTICE TO THE TRADE – DeCA NOTICE 16-03

SUBJECT: Improvements in Vendor Stocking

Providing superior customer service is a basic tenet of what we strive to do every day. Superior customer service requires that products are available to patrons when they shop our commissaries, whether they shop early in the morning, mid-day, or near closing. Failure to have products available when our patrons are in our stores prevents delivery of excellent service and creates credibility and trust issues, which could ultimately drive our customers to other shopping alternatives.

One major factor affecting product availability is vendor stocking. We continue to receive reports from our store directors and zone managers that vendor stocking is becoming an even greater problem and is increasingly challenging during the busy weekend sales periods. DeCA category managers, with input from Store Operations, will continue to monitor and report vendor stocking deficiencies, as appropriate. Similar to our efforts to monitor fill rates, category managers will request action plans, or get well plans, to address and correct vendor stocking issues brought to our attention. If improvements are not made within the specified get-well dates, category managers will consider subpar performance in vendor stocking in their overall evaluation of product performance.

Along with vendor stocking, providing support for building end displays is very important. We continue to receive feedback where Industry support (vendor stocking or merchandising support) is not available at store level to build mandatory displays identified in our bi-weekly promotional packages. If support is not available to build displays, store management has the authority to use other products in the display package, where Industry support is available, or to allow Direct Store Delivery items in place of products identified for the end display.

We are committed to providing our Service members and their families the best possible customer service. To achieve this, our stores need the products on the shelves each and every time our patrons shop our stores. We request your support by refocusing efforts to achieve high in-stock positions throughout DeCA. My point of contact for this program is Mr. Gordon Jones, 804-734-8000, extension 48240.

Tracie L. Russ  
Director, Sales