



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
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FORT LEE, VIRGINIA 23801-1800

MPS

October 26, 2015

NOTICE TO THE TRADE – DeCA NOTICE 16-07

SUBJECT: Holiday Items

The holiday season is upon us. It's critical that we provide our patrons with the highest level of satisfaction during this key sales period, in order to drive sales and jumpstart the new fiscal year, as we strive to achieve the Agency's 3% sales goal. Unfortunately, we have begun receiving reports of cuts on holiday items both in CONUS and OCONUS. Our category managers are working individual issues as they come to our attention and will be monitoring holiday items to ensure high service levels are available throughout the supply chain. In order to guarantee a successful sales period, we request your assistance in the following areas:

- Validate inventory levels at distributors and address any out-of-stocks currently being experienced. Notify the appropriate category manager of the situation and provide an anticipated date when products will be available.
- Work with store management to make sure all holiday items get on the floor. Have merchandisers and vendor stockers work with store management to check back rooms to ensure merchandise is up and ready for sale when holiday displays go up.
- During store call cycles, verify all holiday items are displayed with the appropriate signage.
- Ensure holiday displays are properly maintained throughout the shopping day and through the entire holiday season.

Many brokers and manufacturers have committed additional resources to include extra hours for vendor stockers during the key shopping periods just before the holidays. We encourage all of our industry partners to provide additional assistance as much as possible to ensure a successful holiday season. My point of contact for this program is Gordon Jones, 804-734-8000, extension 4-8240.

Tracie L. Russ
Director, Sales