



DEFENSE COMMISSARY AGENCY

STRATEGIC OUTLOOK
FY 2016 - 2020



Proud. Committed. More.



Director's Message



*Joseph H. Jeu,
DeCA Director and CEO*

Delivering the commissary benefit means that our military members and families are able to obtain substantial savings on the groceries and household goods they use everyday. This savings supports an improved quality of life and financial well-being that addresses the unique challenges that our military families face.

Our evolving environment - a shifting force structure, budget limitations, tech-savvy patrons, health conscious consumers, workforce succession, rapidly changing retail trends and other uncertainties present us with many challenges. We are sensitive to these transformational factors and have established dynamic priorities that reflect this assessment.

This trifold communicates an overview of our Agency's strategic direction and focus areas that support a relevant benefit. The progress of our efforts is evaluated using a balanced and aligned set of performance measures and targets. Regular performance reviews provide the framework for informed decision-making and agility to better serve our patrons and stakeholders.

OUR MISSION

Deliver a vital benefit of the military pay system that sells grocery items at cost while enhancing quality of life and readiness

OUR VISION

Understand our Customers and Deliver a 21st Century Commissary Benefit

OUR GOALS

Provide service members and their families with a quality benefit at significant savings

Sustain a capable, diverse, and engaged civilian workforce

Be a model organization through agility and governance

STRATEGIC PRIORITIES

Deliver Customer Service Excellence

Develop Insights into an Evolving Customer Base to Strengthen Relevancy

Modernize Supply Chain and Retail Processes to Improve Business Performance

Transform the Workforce to Strengthen Data-Based Decisions

Develop and Evaluate Operational Cost Reductions



Key Focus Areas

- ✓ Outstanding Customer Service
- ✓ Quality Products at Low Prices
- ✓ Well Stocked Shelves
- ✓ Clean and Orderly Stores



We're PROUD.
We're COMMITTED.
We're MORE.

THE COMMISSARY BRAND

DeCA's workforce is proud to serve the military community and is committed to consistently deliver...

- A clean, professional appearance
- Product on the shelf
- Transparent communication
- Positive, intentional interactions with patrons, staff, and visitors
- Innovation and efficiencies
- Accountability and ownership
- More than a grocery store through support of the unique needs of the military community

Proudly serving the military community.



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