

JUSTIFICATION REVIEW DOCUMENT

Description of Acquisition: The Sales Directorate has a need for a comprehensive analysis on total store performance of the supermarket industry; one which will address key performance indicators. The study will provide key financial data to support category management reviews and plans.

Statutory Authority: 10 U.S.C 2304(c)(1), as implemented by FAR 6.302-1, Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements.

Estimated Contract Amount: Approximately \$439,456.00 (base year including 4 one year option years)

Performance Period: May 1, 2018 through April 30, 2019

Prepared By:	Daniel Schroeder Phone: 804-734-8000 x86454	Contract Specialist Date/Initials: <u>Daniel H. Schroeder</u>	<small>Digitally signed by SCHROEDER.DANIEL.H.1104911605 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=DECA, cn=SCHROEDER.DANIEL.H.1104911605 Date: 2018.04.24 13:20:05 -04'00'</small>
Technical:	Mary Michael Phone: 804-734-8000 x48228	Requiring Office MICHAEL.MARY Date/Initials: <u>M.1229713252</u>	<small>Digitally signed by MICHAEL.MARY.M.1229713252 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=DECA, cn=MICHAEL.MARY.M.1229713252 Date: 2018.04.24 13:26:35 -04'00'</small>
Requirements:	Mary Michael Phone: 804-734-8000 x48228	Requiring Office MICHAEL.MARY Date/Initials: <u>.M.1229713252</u>	<small>Digitally signed by MICHAEL.MARY.M.1229713252 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=DECA, cn=MICHAEL.MARY.M.1229713252 Date: 2018.04.24 13:27:01 -04'00'</small>
PCO:	Jill Craft Phone: 804-734-8000 x86294	Contracting Officer CRAFT.JILL.A Date/Initials: <u>NN.1299005 042</u>	<small>Digitally signed by CRAFT.JILL.A.NN.1299005042 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=DECA, cn=CRAFT.JILL.A.NN.1299005042 Date: 2018.04.24 14:05:43 -04'00'</small>

Required Review Signatures: We have reviewed this J&A and find the justification adequate to support other than full and open competition.

Chief, Business Analytics Team:	Mary Michael Signature: <u>MICHAEL.MARY.M.1229713252</u>	Phone: 804-734-8000 x48228	<small>Digitally signed by MICHAEL.MARY.M.1229713252 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=DECA, cn=MICHAEL.MARY.M.1229713252 Date: 2018.04.24 13:27:27 -04'00'</small>
Legal Counsel:	Nicki Musick Signature: <u>MUSICK.NIKKI.RATLIFF.1103253485</u>	Phone: 804-734-8000 x48032	<small>Digitally signed by MUSICK.NIKKI.RATLIFF.1103253485 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=DECA, cn=MUSICK.NIKKI.RATLIFF.1103253485 Date: 2018.04.24 15:38:26 -04'00'</small>
Division Chief:	David Hoag Signature: <u>HOAG.DAVID.MILTON.JR.1137503570</u>	Phone: 804-734-8000 x48414	<small>Digitally signed by HOAG.DAVID.MILTON.JR.1137503570 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=DECA, cn=HOAG.DAVID.MILTON.JR.1137503570 Date: 2018.04.24 14:13:03 -04'00'</small>
Competition Advocate:	Floyd Kirkland Signature: <u>KIRKLAND.FLOYD.L.JR.1067833224</u>	Phone: 804-734-8000 x86223	<small>Digitally signed by KIRKLAND.FLOYD.L.JR.1067833224 DN: c=US, o=U.S. Government, ou=DoD, ou=PKI, ou=DECA, cn=KIRKLAND.FLOYD.L.JR.1067833224 Date: 2018.04.25 07:54:17 -04'00'</small>

JUSTIFICATION AND APPROVAL

FOR OTHER THAN FULL AND OPEN COMPETITION

1. **Contracting Office:** Defense Commissary Agency, Contracting Division, 1300 E Avenue, Fort Lee, VA 23801
2. **Type of Contract Action:** The intention is to award a Firm Fixed Price contract for approximately \$439,456.00 (one (1) base year period of performance with four (4) option years). Base year period of performance of May 1, 2018 through April 30, 2019.
3. **Description of Supplies/Services:** Online subscription for Willard Bishop's Grocery SuperStudy™ and Custom Segmentation for DeCA HQ Sales Division personnel. The Grocery SuperStudy™ subscription contains the most comprehensive information available on total store performance in the supermarket industry. The data is refreshed every year and provides visibility into the performance of every category, sub-category, and brand in the supermarket channel.

The Grocery SuperStudy™, which is delivered via annual subscription, features more than 230,000 SKUs, 80 financial measures, and profitability data across 270 categories. The Custom Segmentation, which is available with active subscriptions, can include brand-level attributes and/or DeCA-specific category definitions. The goal of custom segmentation is to design a Grocery SuperStudy™ product hierarchy which best aligns with how DeCA analyzes other syndicated market information.

The contract is anticipated to be for one (1) base year period of performance with four (4) option years.

4. **Authority Cited:** Statutory Authority 10 U.S.C. 2304(c)(1), as implemented by FAR 6.302-1 - Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements.
5. **Reason for Authority Cited:** The Agency Sales Division requires a comprehensive study and analysis on total store performance of the supermarket industry that addresses the following key performance indicators:
 - a. See adjusted gross margin and other profitability data
 - b. Benchmark products against the category
 - c. Analyze the performance of emerging categories and segments
 - d. Evaluate company contribution to retailer profitability
 - e. Examine trade spending, cash flow, and ROI across the entire store
 - f. Provide rationale for increased shelf space

The Agency requires this key financial data to support category management reviews and plans. Willard Bishop is the only provider of the material necessary to meet the Agency's needs. These services are unique and are available from only one responsible source

which can satisfy the Agency's requirements.

6. **Efforts to Obtain Competition:** Market research was conducted which resulted in no other sources available which can satisfy the Agency's requirements. Specifically, a Request for Information (RFI) was posted on fbo.gov on November 29, 2017 with a closing date of December 7, 2017. The RFI resulted in one response. The response was received from Willard Bishop. Willard Bishop is the incumbent and the data they provide is two part: (1) SuperStudy™, which provides commercial grocery trends and analysis and (2) gross profit margins of commercial grocery stores at the category level. The second part is pertinent information that greatly assists DeCA's category buyers by equipping them with the information to more accurately determine the savings DeCA's suppliers are providing.
7. **Fair and Reasonable Cost Determination:** The price will be determined fair and reasonable based on market research and comparison of the prices found reasonable on previous purchases in accordance with FAR 13.106-3(a).
8. **Market Research and Interested Sources:** Market research was accomplished via an RFI, information gathered from the customer regarding previous procurement(s) for this service, internet queries (vendor websites, SAM, SBA, AbilityOne), and direct contact with Willard Bishop. A search of sources using the internet resulted in no other potential vendor that can provide the service. The Grocery SuperStudy™ subscription and content is only available from Willard Bishop.
9. **Actions to Increase/Foster Competition:** A notice of DeCA's intent for sole source contract award will be posted to FedBizOpps (fbo.gov). No viable competitive option exists at this time. DeCA will continue to conduct market research for capable sources, and if other capable sources are identified, will conduct a competitive procurement in the future.
10. **Other Factors:** Based on market research, no other company is executing this type of performance data study. This product is a one-of-a-kind analysis and provides the most detailed reference and resource for our category management process. The requirement for the Grocery SuperStudy™ and Custom Segmentation is a continuing requirement for the Sales Division. Previous contracts with Willard Bishop are HDEC05-10-P-0038, HDEC05-11-P-0032, and HDEC05-16-C-0008. In the past, the Agency has allowed a lapse of time between subscriptions in an effort to reduce spending.

Technical Certification:

I certify that the supporting data under my cognizance, which are included in this justification, are accurate and complete to the best of my knowledge and belief.

Name: Mary Michael
Title: Chief, Business Analytics Team
Signature: MICHAEL.MARY.M.1229713252
Digitally signed by MICHAEL.MARY.M.1229713252
DN: c=US, o=U.S. Government, ou=DoD,
ou=PKI, ou=DECA,
cn=MICHAEL.MARY.M.1229713252
Date: 2018.04.24 13:29:24 -04'00'

Requirements Certification:

I certify that the supporting data under my cognizance, which are included in this justification, are accurate and complete to the best of my knowledge and belief.

Name: Mary Michael
Title: Chief, Business Analytics Team
Signature: MICHAEL.MARY.M.1229713252
Digitally signed by MICHAEL.MARY.M.1229713252
DN: c=US, o=U.S. Government, ou=DoD, ou=PKI,
ou=DECA, cn=MICHAEL.MARY.M.1229713252
Date: 2018.04.24 13:30:49 -04'00'

Fair and Reasonable Price Determination and Contracting Officer Certification:

I hereby determine that the price for this contract action will be fair and reasonable. I certify that this J&A is accurate and complete to the best of my knowledge and belief

Name: Jill Craft
Title: Contracting Officer
Signature: CRAFT.JILL.AN.N.1299005042
Digitally signed by CRAFT.JILL.AN.N.1299005042
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ou=PKI, ou=DECA,
cn=CRAFT.JILL.AN.N.1299005042
Date: 2018.04.24 14:07:02 -04'00'

APPROVAL

Based on the foregoing justification, I hereby approve the procurement of the comprehensive analysis on total store performance of the supermarket industry, on an other than full and open competition basis pursuant to the authority of 10 U.S.C. 2304(c)(1), provided funds are available, or will be available, and provided that the services and products herein described have otherwise been authorized for acquisition.

APPROVED:

Signature: CRAFT.JILL.AN.N.1299005042
Digitally signed by CRAFT.JILL.AN.N.1299005042
DN: c=US, o=U.S. Government, ou=DoD,
ou=PKI, ou=DECA,
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Date: 2018.04.24 14:07:50 -04'00'
Jill Craft
Contracting Officer
Date: 04/24/2018