CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	**Household Cleaners**
Universe of Items Included *(e.g. D/C/G codes)* :	05950
Planogram Name / Number*:	
**Category definition based on current and previous published planograms (to include items that have been phased out).*	
Regional items *(Include / Exclude):*	Exclude
Optional items *(Include / Exclude):*	Exclude
One-time buy/seasonal items *(Include / Exclude):*	Exclude
Club packs *(Include / Exclude):*	Include
Category Segmentation *(if different than D/C/G codes identified above):*	Category Segmentation will be based on Industry best practices
Category Review Month *(MM/YYYY):*	May 2019
Date Last Completed *(MM/YYYY):*	April 2019
Category Manager:	Rena Dial
Implementation / Scorecard to be Managed by:	Rena Dial
Category Role *(e.g. Destination, Routine, Convenience)* **:**	CPI
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):*	
Category Objectives:	Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.
(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)	
Special Factors/Notes:	Focus on Consumer segmentation
(Examples - Focus on emerging category trends, new item introductions, consumer segmentation…)	
Evaluation Criteria:	
Current Category POG Size *(in Linear Feet):*	
K5 *(e.g. 12, 16, 20, 24 ft)*	
K4 *(e.g. 12, 16, 20, 24 ft)*	24,28,32,36,38,40,48 Ft.
K3 *(e.g. 12, 16, 20, 24 ft.)*	20, Ft
K2 *(e.g. 8ft)*	
K1 *(e.g. 8ft)*	12Ft., 16Ft
Preferred Period Ending for Data *(MM/YYYY):*	03/2019
Preferred Timeframe for Data *(e.g 26 Weeks)*	52 & 26 Weeks
Data - Geography *(e.g. Worldwide, ConUS)*	Conus
Primary Ranking of Data *(Packages, Dollars)*	Dollars
Secondary Ranking of Data *(Packages, Dollars):*	Units
Comparison Retail Market *(e.g. All Other Channels**, Remaining Markets)*	Stock Assortment RM - Patron Saving AOC