IN REPLY
REFER TO

MPS   June 13, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-40

SUBJECT: Category Review Notification – Napkins

The purpose of this notice is to advise Industry the Sales Directorate will conduct a Category Review for Napkins (paper category) beginning July 1, 2019. Appointments / presentations will be accepted July 23-25 2019.

The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Rena Dial, Category Manager at rena.dial@deca.mil or 804-734-8000, extension 8-6026, or Ms. Audrey Callen, Merchandising Specialist, 804-734-8000, extension 8-6026 or audrey.callen@deca.mil.

Tracie L. Russ

Tracie L. Russ
Director, Sales

Attachment
As stated

Category: | **Napkins**

Universe of Items Included *(e.g. D/C/G codes)* : | 06950

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)*: | July 2019

Date Last Completed *(MM/YYYY)*: | 05/2018

Category Manager: | Rena Dial

Implementation / Scorecard to be Managed by: | Rena Dial

Category Role *(e.g. Destination, Routine, Convenience)* : |

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)*: | 28 Ft.
K5 *(e.g. 12, 16, 20, 24 ft)* | 24 Ft
K4 *(e.g. 12, 16, 20, 24 ft)* | 20 Ft.
K3 *(e.g. 12, 16, 20, 24 ft.)* | 16 Ft
K2 *(e.g. 8ft)* | 12 Ft
K1 *(e.g. 8ft)* | 8 Ft
Preferred Period Ending for Data *(MM/YYYY)*: | 4 Ft
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