



**DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800**

IN REPLY
REFER TO

MPS

November 29, 2019

NOTICE TO THE TRADE – DeCA NOTICE 20-03

SUBJECT: Category Review Notification – Canned Fish

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Canned Fish in January 2020. Appointments/Presentations will be accepted from January 14-28. Appointment requests must be submitted no later than January 7. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Mr. Aaron Kent, Merchandising Specialist, at aaron.kent@deca.mil or 804-734-8000 extension 48106.

Tracie L. Russ
Director, Sales

Attachment
As stated

CATEGORY PLAN

Category:

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

Planogram Name / Number*:

*Category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / lude):

xcluded

Category Segmentation (if different than D/C/G codes identified above):

Canned Fish

Exclude

Exclude

Exclude

Exclude

Category Segmentation will be based on Industry best practices

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

January 2020

Approximately 2 years ago

Category Manager:

Barbara Merriweather

Implementation / Scorecard to be Managed by:

Aaron Kent/Barbara Merriweather

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

Routine

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 product segmentation and innovation.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)

K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)

K3 (e.g. 12, 16, 20, 24 ft.)

K2 (e.g. 20, 24, 28, 32ft)

K1 (e.g. 12, 16ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

12FT

8FT

4FT

10/2019

52 & 26 Weeks

Conus

Dollars

Units

Stock Assortment RM - Patron Saving AOC