



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

IN REPLY
REFER TO

MPS

December 7, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-23

SUBJECT: Category Review Notification – Shampoo/Conditioner/Hair Care Ethnic

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Shampoo/Conditioner Hair Care Ethnic in January 2021. Appointments / presentations will be accepted from January 12-21. Appointment requests must be submitted no later than December 29, 2020. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Ruth Mereus, Merchandising Specialist, at ruth.mereus@deca.mil or 804-734-8000 extension 48635.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

SHAMPOO CONDITIONER HAIR CARE ETHNIC

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

08600

Planogram Name / Number*:

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

Regional items (Include / Exclude):

Include

Optional items (Include / Exclude):

Exclude

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

Exclude

Club packs (Include / Exclude):

Exclude

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

Category Review Month (MM/YYYY):

JANUARY 2021

Date Last Completed (MM/YYYY):

Approximately 8 months ago

Category Manager:

LaRue Smith

Implementation / Scorecard to be Managed by:

Ruth Mereus / LaRue Smith

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:

Increase sales for the category by using retail best practice, and optimize variety while meeting pack out.

Special Factors/Notes:

Focus on new innovation while maintaining top sellers.

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

24ft

K4 (e.g. 12ft)

24ft

K3 (e.g. 12ft)

16ft,20ft

K2 (e.g. 12ft)

12ft

K1 (e.g. 8ft)

8ft

Preferred Period Ending for Data (MM/YYYY):

01/2021

Preferred Timeframe for Data (e.g. 26 Weeks)

52, 26 and 13 Weeks

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

CONUS to include AK, HI and PR

Primary Ranking of Data (Packages, Dollars)

Dollars/Units

Secondary Ranking of Data (Packages, Dollars):

ACV/Patron Savings

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

Retail Market and AOC