



IN REPLY
REFER TO

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

MPS

January 26, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-47

SUBJECT: Category Review Notification – Deodorant

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Deodorant in February 2021. Appointments / presentations will be accepted from February 16 thru February 25. Appointment requests must be submitted no later than February 12. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Micah S Richardson, Merchandising Specialist, at micah.richardson@deca.mil or 804-734-8000 extension 48585.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	DEODORANT
Universe of Items Included (e.g. D/C/G codes) :	03450
Planogram Name / Number*:	
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
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):	FEBRUARY 2021
Date Last Completed (MM/YYYY):	Approximately 8 months ago
Category Manager:	LaRue Smith
Implementation / Scorecard to be Managed by:	Micah Richardson / LaRue Smith
Category Role (e.g. Destination, Routine, Convenience) :	
Marketing Strategy:	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
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.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	16ft
K4 (e.g. 12ft)	16ft
K3 (e.g. 12ft)	12ft
K2 (e.g. 12ft)	8ft
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	02/2021
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