



IN REPLY
REFER TO

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

MPS

April 21, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-74

SUBJECT: Category Review Notification – Baby Formula

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Baby Formula in May 2021. Appointments / presentations will be accepted from May 1-May 15, 2021. Appointment requests must be submitted no later than May 10th. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Mr. Harry Farrell, Merchandising Specialist, harry.farrell@deca.mil or 804-734-8000 extension 48742. Appointment requests may be submitted to Harry Farrell, at harry.farrell@deca.mil

Bonita Moffett
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:

BABY FORMULA

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

450

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):

Include

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 1 year ago

Category Manager:

LaRue Smith

Implementation / Scorecard to be Managed by:

Harry Farrell

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)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

8FT

8FT

4FT

Preferred Period Ending for Data (MM/YYYY):

04/2021

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