



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

IN REPLY REFER

TO

MPS

May 4, 2021

NOTICE TO THE TRADE-DECA NOTICE 21 – 76 MPSN

SUBJECT: Category Review Notification – Dog Treats - 3850

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Dog Treats in June 2021. Appointments / presentations will be accepted on June 1-10, 2021. Appointment requests must be submitted no later than May 31, 2021. 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 Ms. Cheryl Brown, Merchandising Specialist, at cheryl.brown@deca.mil or 804-734-8000 extension 48365.

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	Dog Treats
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	3850
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
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):	09/2019
Date Last Completed (MM/YYYY):	
Category Manager:	Rena Dial
Implementation / Scorecard to be Managed by:	Rena Dial
Category Role (e.g. Destination, Routine, Convenience):	Ocassional/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?	2
Method (i.e. Mandate):	
Category Objectives:	Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.
<i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Focus on Consumer segmentation
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	24 ft
K5 (e.g. 12, 16, 20, 24 ft)	20 ft
K4 (e.g. 12, 16, 20, 24 ft)	16 ft
K3 (e.g. 12, 16, 20, 24 ft.)	12 ft
K2 (e.g. 8ft)	8 ft.
K1 (e.g. 8ft)	4 ft.
Preferred Period Ending for Data (MM/YYYY):	04-2020/4-2021
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