



IN REPLY
REFER TO

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

MPS

5 MAY 2021

NOTICE TO THE TRADE – 21-78

SUBJECT: Category Review Notification – Analgesic

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for 00150 analgesic in May 2021. Appointments / presentations will be accepted from May 18 thru May 27. Appointment requests must be submitted no later than May 17. 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:

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 / Exclude):

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

Analgesics

00150

Include

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

FEBRUARY 2021

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:

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.
Vendor meetings should be data based on item MOVEMENT from most recent 52 weeks.

(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)

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)

20ft-24ft

16ft

12ft

8ft

4ft

04/2021

52 Weeks

CONUS to include AK, HI and PR

Units

ACV/Patron Savings

Retail Market and AOC