



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

IN REPLY  
REFER TO

MPS

August 5, 2021

NOTICE TO THE TRADE – DeCA NOTICE NTT #21-93

SUBJECT: Category Review Notification – First Aid, Eye Care, Foot Care

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for 04135 FIRST AID (FA), 04105 EYE CARE (EC), 04250 FOOT CARE (FC) in August 2021. Virtual appointments/presentations will be accepted from August 31 to September 9. Appointment requests must be submitted no later than August 30. 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](mailto: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):

04135 FIRST AID (FA)

04105 EYE CARE (EC)

04250 FOOT CARE (FC)

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)

12ft

8ft

4ft

04/2021

52 Weeks

CONUS to include AK, HI and PR

Item movement in units. Dollars will be secondary.

ACV/Patron Savings

Retail Market and AOC