



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

**IN REPLY
REFER TO**

MPS

December 8, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-25

SUBJECT: Category Review Notification – Air Fresheners / Carpet Deodorizers

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Air Fresheners / Carpet Deodorizers in January 2021. Appointments / presentations will be accepted January 11-14. Appointment requests must be submitted no later than January 7. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Appointment requests and questions regarding this review may be directed to Ms. Lisa Owens, Merchandising Specialist, at lisa.owens@deca.mil or 804-734-8000 extension 48181.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

| | |
|--|---|
| Category: | Air Fresheners and Carpet Deodorizer |
| Universe of Items Included (e.g. D/C/G codes): | 100 |
| 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): | October 2019 |
| Date Last Completed (MM/YYYY): | Approximately 1 year ago |
| Category Manager: | Rena Dial |
| Implementation / Scorecard to be Managed by: | Lisa Owens/Rena Dial |
| Category Role (e.g. Destination, Routine, Convenience): | 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. RSLs will be K1 or K3 |
| Special Factors/Notes: | Focus on new innovation while maintaining top sellers. There will be NO K4 items going forward. |
| <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) | |
| K4 (e.g. 12ft) | |
| K3 (e.g. 12ft) | 12,16,20, and 24 feet |
| K2 (e.g. 12ft) | 8ft |
| K1 (e.g. 8ft) | 4ft |
| Preferred Period Ending for Data (MM/YYYY): | 12/2019 |
| 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 |