



IN REPLY
REFER TO

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

MPS

January 19, 2022

NOTICE TO THE TRADE – DeCA NOTICE # 22-25

SUBJECT: Category Evaluation Notification – Insect and Bug Repellent

The purpose of this notice is to advise Industry the Sales Directorate will begin the category evaluation for Insect and Bug Repellent in February 2022. Appointments / presentations will be accepted on Wednesdays throughout the month of February. Appointment requests must be submitted to Patricia Sykes no later than February 14, 2022. The attached template identifies the category to be evaluated, category evaluation objectives, and relevant information.

Questions regarding this evaluation may be directed to Ms. Patricia Sykes, Merchandising Specialist, at patricia.sykes@deca.mil or 804-734-8000 extension 48260.

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Date: 2022.01.19 10:20:52 -05'00'

Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

Category:

Insect and Bug Repellant

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

06050

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):

Include

Club packs (Include / Exclude):

Include

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

Category Evaluation Month (MM/YYYY):

JUNE 2021

Date Last Completed (MM/YYYY):

Approximately 6 months ago

Category Manager:

Darrell Clary

Implementation / Scorecard to be Managed by:

Patricia Sykes / Darrell Clary

Category Role (e.g. Destination, Routine, Convenience) :

Convenience

Marketing Strategy:

To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

Promoted monthly

Seasonal Promotions?:

Yes

Theme Event?

Yes

Method (i.e. Mandate):

Mandated and 4-Day Specials

Category Objectives:

Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin).

Special Factors/Notes:

Focus on key market drivers while integrating new innovations.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

12ft

8ft

4ft

Preferred Period Ending for Data (MM/YYYY):

DeCA FY 21

Preferred Timeframe for Data (e.g 26 Weeks)

52 Weeks

Data - Geography (e.g. Worldwide, ConUS)

Worldwide

Primary Ranking of Data (Packages, Dollars)

Dollars/Units

Secondary Ranking of Data (Packages, Dollars):

Patron Savings/Margin

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

AOC