



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

MPS

February 1, 2022

NOTICE TO THE TRADE-DECA NOTICE 22-27

SUBJECT: Category Review Notification – Asian

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Asian in March 2022. Appointments/presentations will be accepted on March 1-15, 2022. Appointment requests must be submitted no later than COB February 17, 2022. 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. Lisa McWilliams, Merchandising Specialist, at lisa.mcwilliams@deca.mil or 804-734-8000 extension 48708.

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Date: 2022.02.01 13:22:01
-05'00'

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):

Asian

00250

Exclude

Exclude

Exclude

Exclude

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

Category Manager:

Implementation / Scorecard to be Managed by:

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):

Iveena Henderson

Lisa McWilliams / Iveena

Basket Builder

X

X

X

Category Objectives:

Increase sales for the category by using retail best practice, and optimize variety while meeting pack out. SKU optimization to reduce brands or items that cannibalize the category and review innovation.

(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)

Special Factors/Notes:

We will be reducing the K4 and K5 items within the category and will consider the need to continue with a K4 set at the conclusion of the review.

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12, 16, 20, 24 ft)

K4 (e.g. 12, 16, 20, 24 ft)

K3 (e.g. 12, 16, 20, 24 ft.)

K2 (e.g. 8ft)

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)

28 ft expanded 32,36,44,52

24 ft

16 ft expanded 20

8 ft

4ft

02/2022

52, 26 weeks

CONUS

Dollars

Units

Stock Assortment RM - Patron Savings AOC