



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

MPS

February 02, 2022

NOTICE TO THE TRADE - DeCA NOTICE #22-39

SUBJECT: Category Review Notification – Pet Supplies

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Pet Supplies in March 2022. Appointments / presentations will be accepted on March 2-10, 2022. Appointment requests must be submitted no later than February 28, 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. Cheryl Brown, Merchandising Specialist, at [cheryl.brown@deca.mil](mailto:cheryl.brown@deca.mil) or 804-734-8000 extension 48365. Mr. Darrell Clary, Category Manager at [darrell.clary@deca.mil](mailto:darrell.clary@deca.mil) or 804-734-8000 extension 48866.

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

**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):

Pet Supplies

7500

Exclude

Exclude

Exclude

Include

Category Segmentation will be based on Industry best practices

**Category Review Month (MM/YYYY):**

Date Last Completed (MM/YYYY):

03/2022

**Category Manager:**

Darrell Clary

**Implementation / Scorecard to be Managed by:**

Darrell Clary

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

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:**

Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.

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

**Special Factors/Notes:**

Introduce new innovation, retail best practices and category trends.

(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)

16FT, 20 FT

12FT

8FT

4FT

01/2022

52 &amp; 26 Weeks

Conus

Dollars

Units

Stock Assortment RM - Patron Saving AOC