



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

MPS

February 18, 2022

NOTICE TO THE TRADE – DeCA NOTICE #22-43

SUBJECT: Category Evaluation Notification – Household Cleaners

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Evaluation for Household Cleaners in March 2022. Appointments / presentations will be accepted on Wednesdays through the month of March 2022. Appointment requests must be submitted to Patricia Sykes no later than March 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](mailto:patricia.sykes@deca.mil) or 804-734-8000 extension 48260.

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

<b>Category:</b>	<b>HOUSEHOLD CLEANERS</b>
Universe of Items Included (e.g. D/C/G codes) :	05950
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):	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):	
<b>Category Evaluation Month (MM/YYYY):</b>	<b>JUNE 2021</b>
Date Last Completed (MM/YYYY):	Approximately 6 months ago
<b>Category Manager:</b>	Darrell Clary
<b>Implementation / Scorecard to be Managed by:</b>	Patricia Sykes / Darrell Clary
Category Role (e.g. Destination, Routine, Convenience) :	Destination
<b>Marketing Strategy:</b>	
<i>To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	Promoted monthly
Seasonal Promotions?:	Yes
Theme Event?	Yes
Method (i.e. Mandate):	Mandated and 4-Day Specials
<b>Category Objectives:</b>	Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin).
<b>Special Factors/Notes:</b>	Focus on key market drivers while integrating new innovations.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K4 (e.g. 12ft)	28ft
K3 (e.g. 12ft)	20ft
K2 (e.g. 12ft)	16ft
K1 (e.g. 8ft)	12ft
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