



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

MPS

December 1, 2022

NOTICE TO THE TRADE – DeCA NOTICE #23-03

SUBJECT: Category Review Notification – Dog Food Dry

The purpose of this notice is to advise Industry that the Sales Directorate will begin the category review for Dog Food Dry on January 1, 2023. Appointments / presentations will be held on January 11-19, 2023. Appointment requests must be submitted no later than December 16, 2022. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <https://safe.apps.mil>. This review is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the categories 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 or 804-734-8000x 4-8365.

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Date: 2022.11.23 09:42:09 -05'00'

For: 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*:

Dog Food Dry
03800
03800

*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 Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

January, 2023
January, 2021

Category Manager:

Darrell Clary

Implementation / Scorecard to be Managed by:

Darrell Clary / Cheryl Brown

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

Destination

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:

Increase sales for the category by using retail best practice, and optimize variety while meeting customer needs.

Special Factors/Notes:

Focus on new innovation while maintaining top core sellers.

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

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)

48FT, 52FT, 56FT, 60FT, 64FT, 68FT, 76FT
32FT, 36FT, 44FT
20FT, 24FT, 28FT
12FT, 16FT,
11/30
52 Weeks
CONUS excluding AK & HI
Patron Savings/Dollars/Units
ACV
Remaining Market and xAOC

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

December 1, 2022
January 11, 2023
March 1, 2023
March 15, 2023
March 31, 2023
April 3, 2023
April 10, 2023

Comments