



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

MPS

December 7, 2022

NOTICE TO THE TRADE - DECA NOTICE #23-12

SUBJECT: Category Review Notification – Air Freshener/Carpet Deodorizer

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Air Freshener on February 1, 2023. Appointments/presentations will be held February 13-24, 2023. Appointment requests must be submitted to Patricia Sykes no later than January 16, 2023. The attached template identifies the category to be reviews, 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. Patricia Sykes, Merchandising Specialist, at [patricia.sykes@deca.mil](mailto:patricia.sykes@deca.mil) or 804-734-0000 extension 48260.

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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\*:

\*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):

**Air Fresheners and Carpet Deodorizers**

00100

00100

Include

Include

Include

Include

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

Date Last Completed (MM/YYYY):

**February 2023**

**Category Manager:**

Darrell Clary

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

Darrell Clary/Patricia Sykes

**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):

Promoted Monthly

Yes

Yes

Mandated and 4-Day Specials

**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 and key market drivers while maintaining top 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)

16, 20, 24

16, 20, 24

16, 20, 24

12

4, 8

11/2022

52 weeks

Worldwide

Dollars/Units

Margin/Patron Savings

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 6, 2022

January 15, 2023

February 14, 2023

March 11, 2023

March 31, 2023

April 4, 2023

April 15, 2023

**Comments**