



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

MPS

February 6, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-29

SUBJECT: Category Review Notification – Baby Beauty

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Baby Beauty in March 2023. Appointments / presentations will be accepted through the month of March 2023. Appointment requests must be submitted to Rebekah Fine no later than February 28, 2023. The attached template identifies the category to be review, 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 evaluation is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the category to evaluated, category evaluation objectives, and other relevant information.

Questions regarding this review may be directed to Ms. Rebekah Fine, Merchandising Specialist, at rebekah.fine@deca.mil or 804-734-8000 extension 48736.

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):

Baby Beauty

0390

Include

Include

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

November 2020

Category Manager:

Darrell Clary

Implementation / Scorecard to be Managed by:

Rebekah Fine / Darrell Clary

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

Traffic Driver

Marketing Strategy:

To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

Promoted Monthly

Seasonal Promotions?:

Yes

Theme Event?

Yes

Method (i.e. Mandate):

Mandated and 4-day specials

Category Objectives:

Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin).

Special Factors/Notes:

Focus on key market drivers while integrating new innovations.

(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)

12ft.

K1 (e.g. 8ft)

8ft

Preferred Period Ending for Data (MM/YYYY):

DeCA FY 22

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

Review Milestones

NTT Release

February 6, 2023

Vendor Presentations

February 10-28, 2023

Results Published

April 1, 2023

New Item Start Date

May 1, 2023

New Items in Distributor by

May 1, 2023

POG's Published

May 16, 2023

Store Resets Start

May 16, 2023

Comments