



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

MPS

February 9, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-34

SUBJECT: Category Review Notification – Dish Detergent, Gloves and Sponges

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Dish Detergent, Gloves and Sponges in March, 2023. Appointments / presentations will be held March 13 – 28, 2023. Appointment requests must be submitted to Patricia Sykes no later than February 24, 2023. 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. Patricia Sykes, Merchandising Specialist, at [patricia.sykes@deca.mil](mailto:patricia.sykes@deca.mil) or 804-734-8000 extension 48260.

MOFFETT.BONIT<sup>53</sup> Digitally signed by  
A.M.1147361153 MOFFETT.BONITA.M.11473611  
Date: 2023.02.08 12:21:33 -05'00'

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

(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):

above):

Dish Detergent, Glove and Sponges

03650

Include

Include

Include

Include

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

Date Last Completed (MM/YYYY):

August 2021

**Category Manager:**

Darrell Clary

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

Patricia Sykes / Darrell Clary

**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 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)

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

---

---

32ft

16ft

8ft

DeCA FY 22

52 Weeks

Worldwide

Dollars/Units

Patron Savings/Margin

AOC

**Review Milestones**

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

February 9, 2023

February 10-28, 2023

April 1, 2023

May 1, 2023

June 1, 2023

June 17, 2023

June 17, 2023

**Comments**