



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

MPS

March 20, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-43

SUBJECT: Category Review Notification – Shampoo/Conditioner, Hair Care, and Ethnic

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Shampoo/Conditioner, Hair Care, and Ethnic in April 2023. Appointments / presentations will be held from April 24-28, 2023. Appointment requests must be submitted no later than April 14, 2023.

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 may be directed to Ms. Ruth Mereus, Merchandising Specialist, at ruth.mereus@deca.mil or 804-734-8000 extension 48635.

Bonita M. Moffett
Director of Sales

Attachments:

As stated

(Publish 30 Days Prior to Category Review)

Category:	SHAMPOO CONDITIONER HAIR CARE ETHNIC
Universe of Items Included (e.g. D/C/G codes) :	08600
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
above):	
Category Review Month (MM/YYYY):	April/2023
Date Last Completed (MM/YYYY):	January/2022
Category Manager:	Darrell Clary
Implementation / Scorecard to be Managed by:	Ruth Mereus / Darrell Clary
Category Role (e.g. Destination, Routine, Convenience) :	Routine
Marketing Strategy:	
<i>To be determined by Industry/DeCA during review. 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
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.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	---
K4 (e.g. 12ft)	---
K3 (e.g. 12ft)	20ft
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)	52,26 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	AOC
Review Milestones	
NTT Release	March 20, 2023
Vendor Presentations	April 24-28, 2023
Results Published	July 1, 2023
New Item Start Date	July 6, 2023
New Items in Distributor by	July 16, 2023
POG's Published	July 24, 2023
Store Resets Start	July 27, 2023
Comments	