



DEFENSE COMMISSARY AGENCY
HEADQUARTERS 1300
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FORT GREGG-ADAMS, VIRGINIA 23801-1800

MPS

May 4, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-56

SUBJECT: Category Review Notification – Wax Polish and Rug Cleaner

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Wax Polish and Rug Cleaner in June 2023. Appointments / presentations will be held June 15 – 30, 2023. Appointment requests must be submitted no later than June 9, 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. Patricia Sykes, Merchandising Specialist, at patricia.sykes@deca.mil or 804-734-8000 extension 48260.

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):

Wax Polish and Rug Cleaner

10350

10350

Include

Include

Include

Include

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

JUNE, 2023

Category Manager:

Darrell Clary

Implementation / Scorecard to be Managed by:

Darrell Clary / Patricia Sykes

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

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.

In

Special Factors/Notes:

Focus on new innovations 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)

16ft, 20ft

16ft, 20ft

16ft, 20ft

12ft

4ft, 8ft

05/23

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

May 4, 2023

June 15-30, 2023

July 15, 2023

August 25, 2023

August 31, 2023

September 4, 2023

September 11, 2023

Comments