



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

MPS

June 1, 2023

NOTICE TO THE TRADE – DeCA NOTICE 23-59

SUBJECT: Category Review Notification – First Aid, Eye Care, and Foot Care

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for First Aid, Eye Care, and Foot Care in July 2023. Appointments / presentations will be held July 1-31, 2023. Appointment requests must be submitted no later than June 30, 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 and appointment requests may be directed to Ms. Rebekah Fine, Merchandising Specialist, at rebekah.fine@deca.mil or 804-734-8000 extension 48736.

For: Bonita M. Moffett
Director of Sales

Attachments:
As stated

CATEGORY PLAN

Category:

First Aid, Eye Care & Foot Care

Universe of Items Included (e.g. D/C/G codes) :

4100,4105,4250

Planogram Name / Number*:

*Category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Include

Optional items (Include / Exclude):

Include

One-time buy/seasonal items (Include / Exclude):

Include

Club packs (Include / Exclude):

Include

Category Segmentation (if different than D/C/G codes identified above):

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

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 Evaluation. 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):

K4 (e.g. 12ft)

16

K3 (e.g. 12ft)

12ft

K2 (e.g. 12ft)

4&8ft

K1 (e.g. 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

June 1, 2023

Vendor Presentations

July 1-31, 2023

Results Published

August 14, 2023

New Item Start Date

September 1, 2023

New Items in Distributor by

September 16, 2023

POG's Published

October 1, 2023

Store Resets Start

October 15, 2023

Comments

We are combining the reviews as these categories are combined in some stores.