



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

IN REPLY
REFER TO

MPS

January 19, 2016

NOTICE TO THE TRADE - DeCA NOTICE 16-36

SUBJECT: Deal of the Week

Because of the great success, we are continuing the weekly special program by offering our military patrons a Deal of the Week. The Deal of the Week, much like the Hot Holiday Specials, will feature one to a few items at very aggressive price points from Thursday through Sunday each week. The purpose of the Deal of the Week is to generate patron excitement by featuring a new item every week in hopes of creating a reason and purpose for our patrons to shop more often by using us for their fill-up trip in addition to using us for their stock-up trip. In addition, we hope, through word of mouth, we capture customers who are not shopping us today as news of the exciting specials we offer provides them a reason to come.

The long term goal is to submit Deal of the Week offers as part of the normal display package submission. Therefore, we ask that, beginning with Display Package 16, these special offers can be submitted along with your regular promotional offer but on a separate DeCA Form 40-15 or DeCA Form 40-16 for identifying the price and 4 day Deal of the Week period. The calendar for the submission of Deal of the Week items is at attachment A.

The following information must be considered and or included with submission:

- Items offered for the program should be in a current holiday, club pack, or regular display package. Items not in a promotions package will be considered only if the item does not directly compete with similar items in any of the current promotional packages.
- Item pricing will be electronically reduced as a Manager's Special using AVCM. The current price of the item must remain constant through the 4-day feature period as the Manager's Special process does not work if there are multiple prices within the price window. Therefore, please be aware of pricing, especially when pricing crosses over DeCA's pricing periods of the 1st through the 15th and 16th through the 30th/31st.
- The item being submitted cannot be on Manager's Special since DeCA systems will not permit two Managers' Specials to run concurrently.
- Recommended order quantities identified by store must be included with submission. Forecasted lift and recommended quantities should be based on historic movement and movement for the item when sold at or near the price point for which the item is being offered. The attached spreadsheet (attachment B) contains key information that should be included along with the presentation form.

The intent of the program is to have a high percentage sell-through of mandated quantities similar to that experienced with the push package. Therefore, any remaining product will be handled in the same manner as residual quantities from the push package. However, additional coupon activity is encouraged to help commissaries sell any residual quantities that remain.

Present or email your offer by the established deadlines to the applicable category manager. Offers will be evaluated based on price, commitment quantities, likelihood of sell-through, and anticipated dollar sales. Thanks for your continued support!

For Tracie L. Russ
Director, Sales

Attachment:
As stated

Your Commissary ... It's Worth the Trip!