

MANDATORY REQUIREMENTS FOR PRIVATE LABEL MERCHANDISING PROGRAM

The following elements are the mandatory requirements for this private label (PL) proposal. For evaluation purposes, each of the requirements numbered (1 through 14) shown below must be **addressed and in the exact order** in your written proposal. Written proposals must be sent to DeCA by COB July 8, 2016.

1. Clearly explain what primary type of business your firm is in, for example: manufacturing, logistics, distribution, etc.
2. Clearly explain whether or not your firm is presently selling PL products; and if so, include whether at (a) retail, and at which retailers; (b) wholesale; or (c) both. Provide names and contact details for any current or former PL clients who may be contacted by DeCA as references.
3. What are your annual \$ sales and units of PL products at (a) retail and/or (b) wholesale? Provide a list showing sales by PL name over the past five years.
4. What is the method of distribution currently employed by your firm, for example: direct delivery by your firm, through a third-party distributor, etc.? Be specific.
5. To what areas of the United States is your firm currently able to provide PL products? Be specific as to the States. If not currently able to provide PL products to all areas of the country, to what areas of the country is your firm projecting to be able to provide PL products? Be specific as to the States, when that capability will exist, and how that distribution is projected to take place.
6. Does your firm currently have the capability to provide PL products outside of the 50 United States? Be specific as to the locations. If not currently able to provide PL products outside of the 50 United States, is your firm projecting to be able to provide PL products to these locations? Be specific as to the locations, when that capability will exist, and how that distribution is projected to take place.
7. Provide a list of all the categories and stock keeping units (SKU) of PL products that your firm can presently provide. Be specific.
8. What PL products identified in item 7 above would be available to DeCA for resale within the DeCA commissaries? Be specific. Are any of these PL products identified available to DeCA on an exclusive basis? If so, be specific. Which specific products would not be available to DeCA for resale and state the reasons why they would not be?
9. What experience and/or capability does your firm have to source the product(s) from U.S. government approved sources? Be specific. In addition, what experience and/or capability does your firm have to facilitate recurring random quality assurance testing to ensure products

continue to adhere to quality and taste profiles that are consistent with the targeted name brand within their respective categories?

10. What is the method of compensation for any services provided in conjunction with supporting the proposed PL program, e.g., percentage of sales, etc.? Be specific. Also, is this cost incorporated into the cost of the product; or, is this a separate charge?

11. Describe how your firm would be involved in the launch of a PL, to include, but not limited to, introduction, growth, and maturity stages.

12. Describe the high level timeline for the complete rollout of a PL, from concept development to product delivery, and how this differs for new brand development vs. an existing trademark.

13. Does your firm have any experience in creating a proprietary private label? If so, describe that experience, including specifics about the brands created, length of time they were offered, and customer acceptance data regarding each brand offered (private label brand share by category).

14. Do you have any existing trademarked labels not in current retail distribution?

[ADDITIONAL ALTERNATIVE CONSIDERATIONS](#)

If any of the alternative considerations A – D below apply to your firm, you are encouraged to provide them with your written proposal by July 8, 2016. Please match the LETTER below to the corresponding narrative within your proposal – to ensure proper consideration of the details.

A. Does your firm have any experience managing and/or marketing a PL offering within a category from a category management perspective (product selection, product placement)? Be specific.

B. Does your firm have any experience managing a PL offering within a category from a retail pricing perspective (setting retail price, product promotion, etc.)? Be specific.

C. Does your firm have the capability to create an exclusive PL brand for DeCA? Address all capabilities to include but not limited to, name development, positioning strategy, focus groups, introduction/growth/maturity strategy, that would be involved in the lifecycle of such brand.

D. What additional capabilities or information technology does your firm possess that may be of interest to DeCA in the implementation of its PL program? Be specific.

[ADDITIONAL REQUIREMENTS / CONDITIONS](#)

Items 1-A through 9-I below do not need to be addressed in the written proposal. Items 1-A through 9-I are specifically referencing requirements within the Resale Ordering Agreement.

1-A. The supplier must have or be able to obtain a Resale Ordering Agreement (ROA) prior to the implementation of this program. The ROA shall be used as the contractual instrument for ordering, receiving, and payment. The supplier must have the ability to transmit electronic price quotes to Defense Commissary Agency (DeCA) using the Electronic Data Interchange transaction sets as specified in the ROA. Failure to meet this requirement shall be cause for removal of the supplier from further consideration under this program.

2-B. Delivery Ticket Invoicing (DTI), Electronic Funds Transfer (EFT), and EDI Pricing are all required, as well as System for Award Management (SAM) registration.

3-C. DeCA has 24 pricing periods. Prices shall be quoted and provided for 1st - 15th and 16th through the last day of the month. All pricing will be based on the date of delivery.

4-D. Price quotes offered in the presentations will be for the entire merchandising program.

5-E. Stores will be allowed to adjust their orders (increase or decrease) up to the designated number of hours after the initial order is placed.

6-F. Order fill rates must be 95 percent or better, and will be calculated by store, not as an average for the marketing sales area. After DeCA identifies the core items, all core items are considered “never out of stock items” and are required to be displayed during all opening hours.

7-G. This Agreement may be terminated for cause at any time for the benefit of the Government. Poor or nonperformance of the Mandatory Requirement Elements of this Agreement as documented can result in termination. Poor or nonperformance includes not achieving sales growth, missed deliveries, not in stock situations on core items, late deliveries, shorted deliveries, lack of savings, lack of timely processing of Vendor Credit Memorandums, etc. Notice of poor or nonperformance will be given to the supplier in writing.

8-H. All suppliers will have a marketing program of their own in place to promote their products during commissary special events and grand openings.

9-I. Supplier shall provide company name(s), address(es), fax number(s), email address(es), and phone number(s) of headquarters and account managers who serve as points of contact for this program.