



IN REPLY
REFER TO

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

MPS

Sept 5, 2019

NOTICE TO THE TRADE – DeCA NOTICE 19-63

SUBJECT: Category Review Notification – Tea

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Tea (bagged) in October 2019. Appointments/Presentations will be accepted from October 21 through October 25. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Wendy VanBever, Merchandising Specialist, at wendy.vanbevers@deca.mil or 804-734-8000 extension 86459, or Ms. Brenda Lester, Business Analyst, at brenda.lester@deca.mil or extension 48474.

Tracie L. Russ
Director, Sales

Attachment
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 / lude):

xcluded

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

TEA

Exclude

Exclude

Exclude

Exclude

Category Segmentation will be based on Industry best practices

Category Review Month (MM/YYYY):

Date Last Completed (MM/YYYY):

Category Manager:

Barbara Merriweather

Implementation / Scorecard to be Managed by:

Wendy VanBever/Barbara Merriweather

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

Routine

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):

Category Objectives:

Meet category objectives below and Plan for Trends and best retail practices.
Streamline to meet pack out

(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)

Special Factors/Notes:

Focus on Consumer segmentation

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)

K4 (e.g. 40, 48, 52, 56, 60, 64, 68, 76ft)

K3 (e.g. 12, 16, 20, 24 ft.)

K2 (e.g. 20, 24, 28, 32ft)

K1 (e.g. 12,16ft)

4 ft, 8ft, 12ft, 16ft

Preferred Period Ending for Data (MM/YYYY):

09/2019

Preferred Timeframe for Data (e.g 26 Weeks)

52 & 26 Weeks

Data - Geography (e.g. Worldwide, ConUS)

Conus

Primary Ranking of Data (Packages, Dollars)

Dollars

Secondary Ranking of Data (Packages, Dollars):

Units

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

Stock Assortment RM - Patron Saving AOC