



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

IN REPLY  
REFER TO

MPS

November 8, 2019

NOTICE TO THE TRADE – DeCA NOTICE 20-02

SUBJECT: Category Review Notification – Batteries

The purpose of this notice is to advise Industry the Sales Directorate will conduct a Category Review for Batteries 00600 beginning February 2020. Appointments/presentations will be accepted on February 4-6, 2020.

The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Rena Dial, Category Manager at [rena.dial@deca.mil](mailto:rena.dial@deca.mil), 804-734-8000 extension 48014; or Ms. Audrey Callen, Merchandising Specialist, [audrey.callen@deca.mil](mailto:audrey.callen@deca.mil), extension 86026.

Tracie L. Russ  
Director, Sales

Attachment  
As stated

## CATEGORY PLAN

( Publish 30 Days Prior to Category Review)

<b>Category:</b>	<b>Batteries</b>
Universe of Items Included (e.g. D/C/G codes):	00600
Planogram Name / Number*:	
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Exclude
Optional items (Include / Exclude):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	Category Segmentation will be based on Industry best practices
<b>Category Review Month (MM/YYYY):</b>	02/2020
Date Last Completed (MM/YYYY):	
<b>Category Manager:</b>	Rena Dial
<b>Implementation / Scorecard to be Managed by:</b>	Rena Dial
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	Ocassional/Convenience
<b>Marketing Strategy:</b>	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
<b>Category Objectives:</b>	Meet category objectives below and Plan for Trends and best retail practices. Streamline to meet pack out.
<i>(Examples of Objectives - Decrease # of SKU's, Streamline Assortment, prioritize space for high velocity items, meet minimal pack out)</i>	
<b>Special Factors/Notes:</b>	Focus on Consumer segmentation
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12, 16, 20, 24 ft)	
K4 (e.g. 12, 16, 20, 24 ft)	
K3 (e.g. 12, 16, 20, 24 ft.)	
K2 (e.g. 8ft)	8 ft.
K1 (e.g. 8ft)	4 ft.
Preferred Period Ending for Data (MM/YYYY):	12/2019 (Through End of December)
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