



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

IN REPLY
REFER TO

MPS

November 17, 2020

NOTICE TO THE TRADE – DeCA NOTICE 21-17 SUBJECT:

Category Review Notification - Insecticides & Bug Repellent

The purpose of this notice is to advise Industry the Sales Directorate will begin review on the Insecticides and Bug Repellent in December. Appointments / presentations will be accepted from December 7-11 2020. Appointments may be requested no later than December 4, 2020, to the Nonfood Category Team at decahqmpsn@deca.mil. Appointments will be held virtually via Microsoft Teams.

The attached templates identify the categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to Ms. Lisa Owens, Merchandising Specialist, at lisa.owens@deca.mil; or 804-734-8000 extension 4-8181, or Ms. Rena Dial Category Manager, at rena.dial@deca.mil, or extension 4-8014.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	INSECT AND BUG REPELLENT
Universe of Items Included (e.g. D/C/G codes):	6050
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
Category Review Month (MM/YYYY):	December 2020
Date Last Completed (MM/YYYY):	Approximately 1 year ago
Category Manager:	Rena Dial
Implementation / Scorecard to be Managed by:	Rena Dial
Category Role (e.g. Destination, Routine, Convenience):	CONVENIENCE
Marketing Strategy:	
<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?:	SEASONAL RACK PLAN
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.
Special Factors/Notes:	LOOK AT TAKING ALL K4 ITEMS TO K3
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	8ft
K2 (e.g. 12ft)	
K1 (e.g. 8ft)	4ft
Preferred Period Ending for Data (MM/YYYY):	12/2019
Preferred Timeframe for Data (e.g 26 Weeks)	52 and 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