



**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 21-19

SUBJECT: Category Review Notification – Diapers & Training Pants

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Diapers & Training Pants in March 2021. Appointments / presentations will be accepted from March 1-28. Appointment requests must be submitted no later than February 26. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be submitted to Mr. Harry Farrell, Merchandising Specialist, at harry.farrell@deca.mil or 804-734-8000 extension 48742.

Tracie L. Russ
Director, Sales

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

| | |
|--|---|
| Category: | Diapers & Training Pants |
| Universe of Items Included (e.g. D/C/G codes): | 03550 |
| 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): | Exclude |
| Category Segmentation (if different than D/C/G codes identified above): | |
| Category Review Month (MM/YYYY): | March 2021 |
| Date Last Completed (MM/YYYY): | Approximately 1 year ago |
| Category Manager: | LaRue Smith |
| Implementation / Scorecard to be Managed by: | Harry Farrell/LaRue Smith |
| Category Role (e.g. Destination, Routine, Convenience): | Destination |
| 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?: | |
| Theme Event? | |
| Method (i.e. Mandate): | |
| Category Objectives: | Increase sales for the category by using retail best practice, and optimize variety while meeting pack out. |
| Special Factors/Notes: | Focus on new innovation while maintaining top sellers. |
| <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) | 28ft & above |
| K2 (e.g. 12ft) | 20ft & 24ft |
| K1 (e.g. 8ft) | 12ft & 16ft |
| Preferred Period Ending for Data (MM/YYYY): | 03/2021 |
| Preferred Timeframe for Data (e.g 26 Weeks) | 52, 26 and 13 Weeks |
| Data - Geography (e.g. Worldwide, ConUS) | CONUS to include AK, HI and PR |
| Primary Ranking of Data (Packages, Dollars) | Dollars/Units |
| Secondary Ranking of Data (Packages, Dollars): | ACV/Patron Savings |
| Comparison Retail Market (e.g. All Other Channels**, Remaining Markets) | Retail Market and AOC |