



# Defense Commissary Agency Strategic Plan FY 2012-2016

## Director's Message

The Defense Commissary Agency (DeCA) is an exciting place to be right now! Our commissaries sell an outstanding assortment of high quality groceries and household items to our active and retired members of the Uniformed Services and their families. This benefit provides a significant savings when compared to prices offered by our commercial counterparts. Our workforce delivers extraordinary service while seeking innovation and efficiencies that demonstrate good stewardship to our stakeholders. We are enthusiastic as we pursue a contemporary vision that reflects a direction that is responsive and relevant to those we serve.



Mr. Joseph H. Jau  
Director and Chief  
Executive Officer

## MISSION

Deliver a vital benefit of the military pay system that sells grocery items at cost while enhancing quality of life and readiness

## VISION

**UNDERSTAND OUR CUSTOMERS AND DELIVER  
A 21<sup>ST</sup> CENTURY COMMISSARY BENEFIT**

Support changing customer shopping trends

Implement a 21<sup>st</sup> century business model

Implement new efficiencies to continue as a best in class government Agency

Establish aggressive Agency performance measures

## GOALS

1

Provide the military community with a great shopping experience

2

Sustain a capable, diverse, and engaged civilian workforce

3

Be a model organization through agility and governance

**One Vision, One Team, One DeCA**