



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

PS

SEP 10 2008

NOTICE TO THE TRADE – DeCA NOTICE 08-98

Subject: Weekend Sales and the Vendor Stocker

The countdown has begun! With Labor Day comes the start of this fiscal year's (FY) final month. Not coincidentally it also marks the approach of what I believe will be a banner sales year for the Defense Commissary Agency (DeCA). As I've said before the \$6 billion sales objective for Fiscal Year 2009 is not only reachable, but essential to the commissary customer. And, as with most aspirations, it is best accomplished through small victories along the way.

The purpose of this Notice to the Trade is to highlight but one critical element in its attainment. As its subject implies, weekend sales patterns are as predictable as they are crucial to a healthy sales trend. In our business the period beginning Friday and stretching through close of business Sunday is the most vibrant of the week, routinely accounting for 50-55 percent of the 7-day sales period. Coupled with the 3-day period prior to the Thanksgiving holiday, weekends provide the best opportunity to reinforce the quality of our benefit delivery in the eyes of our customers and build sales. Toward this end, I've attached a listing of the top 10 peak sales periods stretching through early February FY 2009.

Of course, nothing can alter these positive customer perceptions faster than untended, empty, or partially-filled shelves at store opening. If we are to hit the \$6 billion sales mark, DeCA must ensure that all stores are ready for business when the front door is opened, particularly on the weekend. A bad weekend appearance will inevitably lead to reduced customer traffic, smaller basket sizes, and reduced sales. That's where you can really help!

Many of you manufacture or represent products within authorized vendor-stocked categories. In fact, over 40 percent of unit volume is vendor-stocked merchandise. I realize that weekend work is far from prized; it is, however, routine and normal in the supermarket business. Simply stated, we need vendor stockers and merchandisers working on weekends, filling shelves and cases prior to store opening and keeping products available throughout the business day. The old grocer's adage – "You can't sell anything from the backroom" – is as true today as it was when I first grabbed a Garvey price stamper!

Thank you in advance for your assistance. Working together we'll eclipse the \$6 billion mark, expand the benefit's value, and reinforce the strongest sense of loyalty in the industry!


Richard S. Page
Chief Operating Officer

Attachment:
As stated

The Commissary – It's Worth the Trip!

Rank	Weekends	Dates	Projected Sales	NOTES
1	November	11/24 - 11/26	\$74,294,899	Thanksgiving Week (Mon - Wed)
2	January 09	1/30 - 2/1	\$73,382,670	
3	November	10/31 - 11/2	\$70,130,623	Pre-Christmas Weekend
4	December	12/19 - 12/21	\$67,641,624	
5	November	11/14 - 11/16	\$66,455,708	
6	October	10/17 - 10/19	\$65,241,340	Pre-Thanksgiving Weekend
7	October	10/3 - 10/5	\$59,769,293	
8	December	12/12 - 12/14	\$56,658,322	Columbus Day Weekend
9	November	11/21 - 11/23	\$55,443,954	
10	October	10/10 - 10/12	\$55,443,954	