



REPLY TO
ATTENTION OF:

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

PS

AUG 12 2009

NOTICE TO THE TRADE – DeCA NOTICE 09-86

SUBJECT: Top-to-Top Business Reviews

The Defense Commissary Agency (DeCA) fully endorses business reviews in the top-to-top format as a valuable tool in our industry. Comprehensive top-to-top reviews assist us in developing sound business objectives and aid in shaping DeCA's retail model in an ever-changing retail market environment.

To effectively manage scheduling and requirements for these meetings, all requests for top-to-top business reviews with DeCA leadership will be made through the Office of the Director of Sales. Appointment requests will be submitted via e-mail to the point of contact (POC) listed below at least 90 days prior to the anticipated meeting date. Appointment requests must include a statement of purpose, a list of attendees, to include their biographies, and a proposed meeting agenda to include location, e.g., DeCA Headquarters or company's corporate headquarters.

Top-to-top reviews should be presented by corporate level representatives and address a broad scope of business metrics and analyses relative to the grocery retail industry, category management, the DeCA market, and the achieved patron savings benefit. These reviews should be formatted to generally discuss pertinent consumer insights, significant emerging trends in the subject market segment, and specifically define go-to-market strategies at brand and category levels. Visual illustrations (PowerPoint), created to enhance the review, should focus on key discussion topics and must be e-mailed in final version to the POC at least 2 weeks prior to the appointment.

DeCA appreciates the opportunity to share ideas and insights with Industry leaders that promote our commitment to serving the military community. My point of contact for appointment requests is Ms. Gloria Hill at Gloria.Hill@deca.mil.

Randall Chandler
Director of Sales