

## CATEGORY PLAN

( Publish 60 Days Prior to Category Review)

**Category:**

Universe of Items Included (Commodity Codes):  
 Change from those published in Review Schedule?  
 Category Segmentation:

Bleaches/Prewashes/Fabric Softeners
1506, 1511
No
Bleaches/Prewashes/Fabric Softeners

**Category Review Month:**

Date Last Completed:

October 2010
October 2009

**Category Manager:**

Bill Wood
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**Category Role:**

Routine
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**Marketing Strategy:**

*To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:*

Number of Times Per Year:  
 Seasonal:  
 Theme Event  
 Method:

Eleven Months
Mgr Special, Power Buy, Primary, Secondary, Club Pack, Case Lot Sales

**Category Objectives:**

Streamline assortment for small commissaries, assure variety, eliminate duplication
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*(Examples of Objectives - Increase/Decrease # of SKU's, Increase/Decrease Linear Footage of Section, Streamline Assortment, Increase/Decrease # of Promotions, Evaluate New Item Proposals, Plan for Trends and retail best practices, prioritize space for high velocity items, meet minimal pack out)*

**Special Factors/Notes:**

Focus on emerging category trends and adjust POG based on new item introductions
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*(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)*

**Evaluation Criteria:**

Current Category POG Size (Linear Feet):  
 K5  
 K4  
 K3  
 K2  
 K1  
 Preferred Period Ending for Data:  
 Preferred Timeframe for Data:  
 Data - Geography:  
 Primary Ranking of Data:  
 Secondary Ranking of Data:  
 Comparison Market for Retail Data:

12 High Profile
12 High Profile
8 High Profile
8 High Profile
4 High Profile
Aug 2010
12 months
CONUS
Dollars
Packages
Total US Food.