

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:

Isotonics
0724
No
Type, Flavor, Size

Category Review Month:
 Date Last Completed:

November 2010
December 2007

Category Manager:

Angel Ramos

Category Role:

Routine

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:

8
N/A
Spring and Summer Sales Promotions
Mgr Special, Power Buy, Primary, Secondary, Club Pack and Case Lot Sales

Category Objectives:

Review category brand and item performance. Evaluate category POG space allocation and RSL code settings. Review product size duplication and performance.
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Special Factors/Notes:

Focus on trends, and new item introductions. POG adjustments based on new trends in the category.

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
12
12
8
4
October 2010
12 months
CONUS excl AK&HI, Regional
Packages, Dollars
Packages SPPD, Dollar SPPD
Total US Food,