

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:

Soft Drinks and Mixes
721
No
Water

Category Review Month:

Date Last Completed:

Oct 2010
July 2007

Category Manager:

Barbara A. Merriweather

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:

Twenty Three

Seasonal:

Seasonal

Theme Event

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Method:

Mgr Special, Power Buy, Primary, Secondary, Club Pack, Case Lot Sales and Coupons

Category Objectives:

Eliminate duplication, decrease # SKU's, Streamline assortment, Evaluate new items, Prioritize space for high velocity items, Assure variety and Meet minimum packout.
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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 trends, and new item introductions. POG adjustments based on new trends in the category.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (Linear Feet):

K1

4 Feet

K2

12 Feet

K3

16 Feet

K4 -K5

18 Feet

Preferred Period Ending for Data:

August 2010

Preferred Timeframe for Data:

12 months

Data - Geography:

CONUS incl AK&HI

Primary Ranking of Data:

Packages, Dollars, Other

Secondary Ranking of Data:

Packages, Dollars, Other

Comparison Market for Retail Data:

Total US Food, Other

*Source: DeCA BO