

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:

Skin Care
8421, 8422, 8423, 8424, 8425,8426
No
Acne Prep/ Facial & Hand Cream & Lotions/ Depilatories/ Bath Additives/Body Powder

Category Review Month:

Date Last Completed:

October 2010
October 2009

Category Manager:

Bill Wood

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:

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

Category Objectives:

Streamline assortment for small commissaries, assure variety, eliminate duplication

(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

12 High Profile 16 Low Profile
8 High Profile 12 Low Profile
8 High Profile 12 Low Profile
4 High Profile 8 Low Profile
4 High Profile 8 Low Profile
Aug 2010
12 months
CONUS
Dollars
Packages
Total US Food.

Preferred Period Ending for Data:

Preferred Timeframe for Data:

Data - Geography:

Primary Ranking of Data:

Secondary Ranking of Data:

Comparison Market for Retail Data: