

## 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:

Water Filtration
719
No
Water Filtration

**Category Review Month:**

Date Last Completed:

Oct 2010
March 2009

**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

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.
--

*(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-K5

Four Foot Top Shelf ONLY
--------------------------

Preferred Period Ending for Data:

Sept 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: Nielsen RWS Database and DeCA BO