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September 30, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-156

SUBJECT: 1st Quarter Sales Goals

As we enter the beginning of the new fiscal year 2011, we look forward to a successful sales experience, meeting (or possibly exceeding!) our \$6B goal. As we have come very close in the past, this goal is attainable and as we rally strongly together this 1st quarter, it will put us on the path to surefire success!

The much needed “ramp up” of the upcoming promotions planned for this holiday season, October – December 2010, will be a critical factor in how we start the year off right aiming for this \$6B sales goal. The 1st quarter is the Defense Commissary Agency’s (DeCA) largest in terms of total annual sales and our goal for October through December is to hit \$1.567B. This would put us \$4M ahead of the 1st quarter in FY 2009 – the year when we came close to hitting the \$6B sales mark. We can do this!

“*Win the Holidays!*” This is our overarching theme for the upcoming season. I want to thank you for listening to our sales plan at the June conference in Atlanta and sub-sequently when I have spoken with many of you during the past few months. You have shared some great ideas such as high-end couponing, in-store promotions and unique special events. Now we must get the customers into our commissaries and most importantly, keep them coming back!

How will we get the customers into the commissaries? We have lots of special sales promotion themes this holiday period. I encourage you all to participate in some of these or create your own: DeCA’s 19th Anniversary Sale, Monster Mash Sale, Dollar Days, “Serve up Savings Sale”, Fun Family Savings for the Holidays, and Joy to the World Sale. I highly encourage that you brainstorm with our Marketing Specialist, Ms. Sallie Cauthers, regarding in-store promotions and special events during the holidays. Now is the time to get your ideas to her so that a consolidated marketing plan can be created and coordinated with DeCA’s Corporate Communication office - which is solidly behind helping the field team to exceed our sales goals.

Once again, the 1st quarter is crucial in getting the momentum going for the rest of the year. Many of you have spoken about the sales plans you have in place for the 1st quarter to include incentivizing your field team. Any assistance that you can provide to the store directors in growing sales and transactions is truly appreciated. Ensuring that outstanding vendor stocking support is provided Thursday through Sunday is one element that is critical to increasing sales. I know that working in a collaborative manner will ensure that we get off to a fast start in FY 2011.

I will leave you with one of my favorite quotes: “I think one's feelings waste themselves in words; they ought all to be distilled into actions which bring results.” By Florence Nightingale (1820–1910); English pioneer of modern nursing. It is time for actions to back up our words!

Thanks for all you do for our military and their families and I look forward to our continued collaborative partnership in FY 2011!

//signed//
Christopher T. Burns
Director of Sales