

PSS

April 26, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-80

SUBJECT: Digital Coupon/Loyalty Card Initiatives

The purpose of this Notice to the Trade is to seek sources interested in, implementing, and maintaining a Commercial-off-the-Shelf (COTS) digital coupon (paperless) and a loyalty shopper's card program for the Defense Commissary Agency. This Notice to the Trade is not a Request for Proposal (RFP), as defined in the Federal Acquisition Regulation (FAR), and no solicitation package is available, nor does this request for sources interested, commit the Defense Commissary Agency (DeCA) to issue a solicitation or make any contract award(s).

The Agency is seeking companies interested in, implementing, and maintaining a no cost and/or revenue producing cutting-edge technological COTS solution(s) used in commercial grocery store establishments or other retail entities to provide a digital or electronic coupon program in conjunction with shopper loyalty card services. Any costs associated with the implementation, execution, and management of an offeror's program will be borne by the offeror and at no cost to DeCA. Offeror's may submit multiple programs to DeCA. Offeror's should include a complete listing of trading partners (other retailers) where the offeror's programs are currently in use.

The Defense Commissary Agency is a Department of Defense (DoD) Agency that manages and operates supermarkets for the Armed Services in the United States and in 13 countries throughout the world, with annual sales of nearly \$6 billion. The commissary benefit exists for the Service members, military retirees, and their dependents.

The proposed programs must meet DeCA's objectives, to include thorough, professional devised concepts delivered in a consistent fashion throughout all of the Agency's commissary stores. The program must also have a positive impact on patron use of the benefit, whether it is through sales lift, customer spending habits, and/or patron acceptance.

Offerors are required to furnish all supervision, personnel, and services necessary to implement and maintain its digital coupon and shopper's loyalty program within DeCA worldwide. Programs offered may make use of existing commissary equipment (e.g., register systems,) and physical plant (e.g., walls, floors, overhead areas) provided that program elements/equipment are DoD compliant and are compatible with and do not reduce the operational efficiency of the commissary's equipment or physical plant.

Offers of digital coupons and shoppers loyalty card programs will not preclude DeCA from its continued use of its current coupon program or establishing any other coupon program in the commissaries.

All offeror's programs must ensure compliance with all applicable governmental, federal, or state laws, rules, and regulations. Further, all offeror's shall be responsible for and obtain as necessary, at their own expense, all necessary licenses and permits. All data produced and products resulting from any future agreement shall become the property of the government with unlimited rights. The government's intent is to receive technical and oral proposals only from prospective contractors, capable of providing a digital coupon and loyalty card program. Contractor(s) shall note that submission of technical proposals does not guarantee further consideration of any offer.

Written proposals of the Offeror's program shall be limited to 25 pages. The Agency plans to evaluate each proposal by reviewing its technical acceptability, that it is at no cost to DeCA and/or revenue producing, and its positive impact on patron use of the commissary benefit. Further consideration will only be given to those proposals determined to provide best value to DeCA. Offerors selected for further consideration will be notified as to the date and time for oral presentation of their digital coupon and loyal shopper card program(s). Technical proposals are due to the Agency not later than COB May 28. Facsimile or electronic copies are not acceptable and will not be considered. Contractors interested in this requirement should submit their written proposals to the Defense Commissary Agency, ATTN: AMDR (Mr. Michael Shaffer) 1300 E Avenue, Fort Lee, VA 23801-1800 no later than 2 p.m. on May 28. All technical questions shall be requested in writing to the address listed above, or via email to [wilfredo.madera@deca.mil](mailto:wilfredo.madera@deca.mil) and [michael.shaffer@deca.mil](mailto:michael.shaffer@deca.mil) no later than May 10.

/s/

Christopher T. Burns  
Director of Sales