



How to do Business with the Defense Commissary Agency

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Chief,
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Introduction

- **The Sales Directorate is responsible for managing the stock assortment for all commissaries world wide.**
- **How to do business with the Defense Commissary Agency (DeCA):**
 - **www.commissaries.com**



The Commissary - It's worth the trip

Commissaries.com

- Home
- Locations »
- Shopping »
- Healthy Living »
- Customer Service »
- News »
- About Us »
- Human Resources »
- Links »

Business With DeCA

- Contracting**
- [Resale / Grocery Products & Services](#)
- [Equipment](#)
- [Supply](#)
- [Services](#)
- [Small Business](#)
- [Contracting Business](#)
- [Links](#)

Business With DeCA

This Business Page provides various information and links for those who currently provide goods and services to the Defense Commissary Agency who are seeking DeCA business opportunities.

- About DeCA
- Media Center
- DeCA Overview
- Business with DeCA
- Contracting
- Marketing
- Business News
- Commissary History
- Official Publications



How to Present an Item

- **DeCA Form 40-15 New Item Presentation**
 - **Available on www.commissaries.com**
 - **Available by e-mail from DeCA buyers**
 - **Available at all commissaries**

NEW ITEM & FILE MAINTENANCE FORM

INTENT:

PRESENTED/ACCEPTED FOR:

GLN:
 BROKER:
 MANUFACTURER:
 CONTRACT NUMBER: One - Two -
 POCs: Pricing -
 Sales Rep -
 GDS -
 DoDAAC LISTING:

NATIONAL ROLL OUT DATE:
 DISTRIBUTOR AVAILABILITY DATE:
 PRODUCT LEAD TIME:
 VENDOR NUMBER:

CONUS
 ALASKA
 HAWAII
 PACIFIC THEATER
 EUROPE
 CARRIBEAN
 GUARANTEED SALE:
 PRICING STRATEGY:

NATIONAL STOCK NUMBER	UPK	CASE GTIN	ITEM:	CASE:	CS CUBE	DeCA Cost Reg	DeCA Cost Intro	RSL	CRV	ACCEPT/REJECT
BRAND	UI	UNIT GTIN	HT	HT	CS WT	+ 1%	+ 1%	DCG		
NOMENCLATURE	NET CONTENT	UNIT UPC	WDT	WDT	PLT TIE	Retail Reg	Retail Promo	POG	ADD/DELETE	CE NE SO
MIN SHIP QTY (BY SKU)	SH/PLT CONTAINS	UOM	CASE UPC	DPT	DPT	PLT TIER	Savings	Savings		MW NW SW
1	4	10012345678916	4.00	4.00	0.13	\$1.50			CRV X	ACCEPT
SODA POPS	PK	00012345678915	4.50	9.00	288.000	\$1.52	\$0.00	0720	ADD X	REJECT
ORANGE 6 PK	72.00	012345678910	3.00	6.00	10	\$2.99			P-CODE	
1 CS	OZ	001234567891			2	49.16%				
2						\$0.00	\$0.00		CRV	ACCEPT
									ADD	REJECT
									P-CODE	
3						\$0.00	\$0.00		CRV	ACCEPT
									ADD	REJECT
									P-CODE	
4						\$0.00	\$0.00		CRV	ACCEPT
									ADD	REJECT
									P-CODE	

FILE MAINTENANCE TYPE: ATTRIBUTE CHANGE PRICE CONCERN ALLOCATION CONTRACT MISSING OTHER:

Remarks: Northwest and Southwest only. DoDAAC page included.



This form is a legally binding, contractual agreement and participating parties who have signed this form are expected to follow through with their annotated commitments. A minimum of 60 days notice is required to deviate from this commitment. "The manufacturer voluntarily agrees to the DeCA delete process, including disposition of excess quantities after 90 days. The delete process will be followed in the event an item fails to meet either the manufacturer's volume projections or the minimum category requirements established by the buyer. The manufacturer agrees that DeCA has no responsibility to sell remaining inventory after 90 days from the date of first notice of intent to delete the item. The manufacturer also agrees that the item should support a reasonable relationship between normal turn volume and the distributor minimum ship quantity by distributor location. Once movement is established, the distributor will not be expected to order in minimum ship quantities that are excessive relative to sales movement."

SALES REP SIGNATURE: _____ DATE: 27-Apr-12 BUYER SIGNATURE: _____ DATE: _____ LINE ITEM MGR SIGNATURE: _____ DATE: _____



To Present to One Store

- **Present to the store director**
 - **They will forward the presentation form to the local regional buyer for evaluation**
 - **No need to travel to local buyer or Fort Lee**

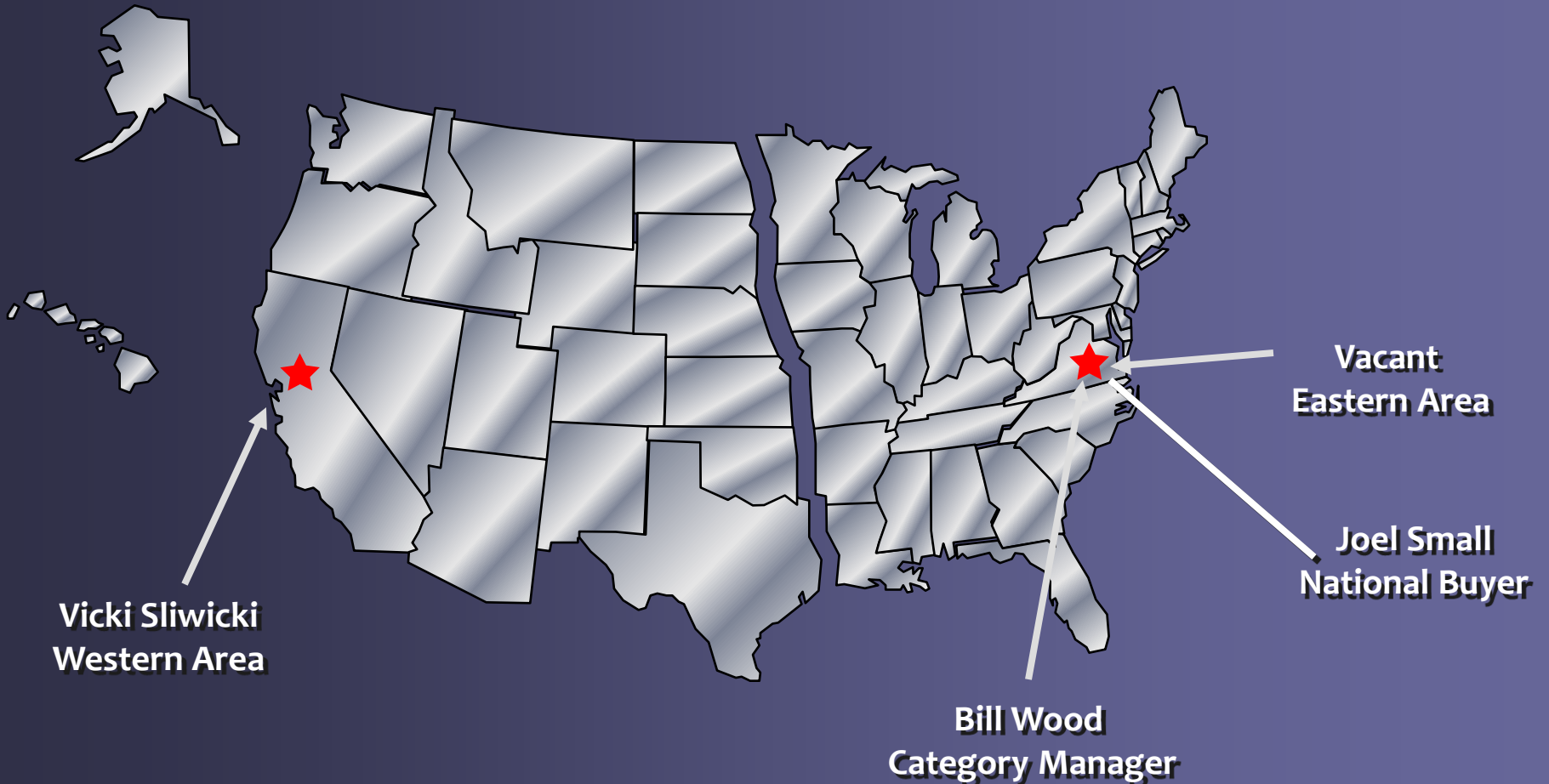


To Present To A Group Of Stores Within An Area

- **Present to the area/local buyer.**
- **Bill Wood is the category manager responsible for all local buying.**



To Present To A Group Of Stores Within an Area



Vicki Sliwicki
Western Area

Bill Wood
Category Manager

Vacant
Eastern Area

Joel Small
National Buyer



To Present For More Than One Area

- **Present to the appropriate national buyer listed on the directory or call (804)734-8000 x48329**
 - **Barbara Merriweather** **Edible - Shelf Stable**
 - **Bill Wood** **DSD Categories/Candy**
 - **Lou Kennedy** **Frozen/Chill Foods**
 - **LaRue Smith** **Non-Edible, HBC, Household**
 - ***Available on DeCA's Website or from the American Logistic Association (ALA) Website***



Item Presentation

- **All resale items must meet the requirements of 10 USC §2484(f)**
 - **Vendor must certify**
 - **Notice to the Trade (NTT) 10-88**
- **DeCA supports local businesses**
 - **We sell 7,800+ local items**



10USC § 2484(f)

“(f) SPECIAL RULE FOR BRAND – NAME ITEMS – The Secretary of Defense may not use the exception provided in section 2304(c)(5) (Competition In Contracting Law) of this title regarding the procurement of a brand-name commercial item for resale in, at, or by commissary stores unless the commercial item is regularly sold outside of commissary stores under the same brand name as the name by which the commercial item will be sold in, at, or by commissary stores. In determining whether a brand name commercial item is regularly sold outside of commissary stores, the Secretary shall consider only sales of the item on a regional or national basis by commercial grocery or other retail operations consisting of multiple stores.”



How Do We Determine If An Item Qualifies?

- **We check our movement data base**
- **The vendor provides**
 - **Movement data**
 - **Written certification to the category manager/buyer**



What Are Buyers Looking For?

- **New item innovation**
- **Proven consumer acceptance**
- **Customer input**
- **Past brand performance**
- **Anticipated volume**
- **Current assortment efficiency**
 - **Price/value to category**



First Responsibility Is To The Patron

- **Have the items and brands that patrons desire at the best available price – 30% mandated savings**
- **Maintain an efficient stock assortment that allows the purchase of new items when they hit the market**
- **Negotiate the lowest available price.**
- **Promote and display to take advantage of known shopping patterns**



If We Buy Your Product

- **Product stock codes**
 - **K = Mandatory stockage in all DeCA CONUS regions**
 - **M = Mandatory in more than one regional area but not all regions**
 - **R = Mandatory in only one regional area**
 - **S = Optional/available to all stores in a regional area**
 - **O = Available seasonally**
 - **P = Phase out pending delete**
 - **Numbers 1 thru 5 (following the alpha product stock code) indicate store size required to stock the product**



Deleted Items

- **Necessary to an efficient stock assortment**
 - **Allows new item introductions**
 - **Fact based decisions**
 - **Category trends**
- **Deleted items process**
 - **60 days to liquidate residual stock**
 - **DeCA accepts no responsibility to flush out dead stock after the 60 days**



New Suppliers

- **Potential suppliers who have never conducted business with DeCA are encouraged to**
 - **Read the business guide on DeCA's Website**
 - **www.commissaries.com**
 - **Call DeCA points of contact, consult brokers and use military retail resources**
 - **Be ready to do business**



In Summary

- **The staff of the Sales Directorate strives to create an effective and efficient system to properly evaluate Industry offers**
- **The ultimate goal is to provide a resale stock assortment that provides strong sales and customer satisfaction**



Brand Name Resale Contracting

- **Mr. Judge F. Mays, III**

Contracting Officer

(804) 734-8000 x48923

judge.mays@deca.mil



What are Resale Brand Name Items?

- **Resale items procured by brand without reference to specification**
- **Regularly sold outside commissary stores under the same brand name by:**
 - **Commercial grocery stores**
 - **Other retail operations**



What are Brand Name Items (Con't)?

- **Lay's Potato Chips**
- **Del Monte & Hunt's Ketchup**
- **Pepsi Cola & Coca Cola**
- **Kellogg's**
- **Nestle**
- **Nabisco**



If Your Items Are Approved.....

- **Contracting will receive from the category manager or buyer, a signed DeCA Form 40-15**
 - **Consist of item description, UPCs, prices offered, guaranteed sale, etc.**



Solicitation Package

- **If your items are approved, contracting will send the manufacturer or vendor a solicitation package to complete**
- **Completion of representations & certifications**



Representations & Certifications....

- **Business size / status**
 - **Large, Small, Women-Owned, Small Disadvantaged, etc.**
- **If your business is:**
 - **A sole proprietorship, a partnership, or a corporation**



Representations & Certifications....

- **Manufacturer's tax identification number**
- **Authorized negotiator**
 - **Manufacturer or vendor employee that can enter into an agreement on the behalf of the company**



Once Solicitation Package Is Received By Contracting.....

- **Contracting establishes a contractual agreement between the government and the manufacturer or vendor**



The Type of Contract Established

- **The type of contract used for purchasing brand name items is:**
 - **Resale Ordering Agreement (ROA)**



What Is a ROA?

- **ROA**
 - **A written basic ordering agreement between DeCA and the manufacturer or the vendor**
 - **Consist of all terms and conditions between DeCA and the manufacturer or the vendor**



What Is a ROA?

- **Identifies specific methods of ordering, delivery, invoicing, pricing, etc.**
- **ROA is signed by both parties**



Before You Can Do Business With DeCA, You Must Have A

- **DUNS number**
 - **Data Universal Numbering System (DUNS) number**
- **What Is A DUNS number?**
 - **A nine digit number that is provided by Dun & Bradstreet**
 - **Identifies your company physical location**
 - **1-866-705-5711 or www.dnb.com**



Before You Can Do Business With DeCA, You Must Have A

- **CAGE Code**
 - **Commercial and Government Entity (CAGE) code**
- **What is a CAGE code?**
 - **A five character designation that identifies your company's**
 - **'remit to' address location**



Mandatory Requirements

- **Must be registered in Central Contractor Registration (CCR)**
 - **Mandatory registration by the contractor to be considered for a ROA**
 - **To register online for CCR: www.ccr.gov**

Mandatory Requirements




CCR - Update or Renew an Active Registration - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Mail Print Address Bar

Address <http://www.ccr.gov/Renew.aspx> Go Links



CENTRAL CONTRACTOR REGISTRATION

Home | Contractors | Grantees | International Registrants | Small Businesses | Help | **475612 Active Registrants**

To update or renew a registration, please select one of the following:


- I am **not** a U.S. Federal Government entity.*
- I am a U.S. Federal Government entity, required by my trading partner to be registered in CCR (e.g. CAGE code).
- I am a U.S. Federal Government entity registering for intra-governmental transactions.

*Note: Individuals are not required to register in CCR. However, all individuals functioning as businesses who desire to do business with the federal government are considered "Sole Proprietors" and are required to register in CCR. CCR Registration is NOT required for an [Individual Grantee Registration](#).

[Continue](#)



Click [here](#) to access Online Help.

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USA.gov
Government Made Easy

Start New Registration
Update or Renew Registration
Search CCR
Dynamic Small Business Search
Request Access to CCR Data
Security Notice



start | Inboxes - Microsoft O... | Untitled - Message (... | presentation-hawaii... | KOTRA Int'l Confer... | CCR - Update or Re... | 4:16 PM



Mandatory Requirements

- **Submission of pricing:**
 - **Electronic Data Interchange (EDI)**
 - **Computer-to-computer exchange of business documents using public standard format**
 - **WEB**
 - **Internet**



Mandatory Requirements

- **Price offers:**
 - **Price offers made by the vendor or manufacturer shall be as low or lower than those offered to the commercial market**



Mandatory Requirements

- **How to get paid:**
 - **All manufacturers or vendors must utilize Electronic Funds Transfer (EFT) to get paid**
 - **Works like direct deposit**



Mandatory Requirements

- **Invoicing method:**
 - **All manufacturers or vendors must utilize Delivery Ticket Invoicing (DTI)**
 - **Not required to submit an invoice**
 - **Payment made based on delivery ticket (i.e., receiving document, packing slip)**
 - **Electronically transmitted to paying office**



Payment Billing Periods

- **FDS and DSD (Frequent Store Delivery and Direct Store Delivery)**
 - Deliveries and payment is rolled up (consolidated) twice a month (1st -15th; 16th - EOM)
 - Payment received within 23 days
- **DSD-S**
 - Per delivery per payment
 - Payment received within 30 days



Mandatory Requirements

- **Paying office:**
 - **Third party pays DeCA manufacturers and vendors**
 - **Defense Finance and Accounting Service (DFAS)**
Columbus, OH



Mandatory Requirements

- **Must deliver your product under one of the following delivery methods:**
 - 1. Frequent Delivery Systems (FDS)**
 - 2. Direct Store Delivery (DSD)**
 - 3. Direct Store Delivery –Single (DSD-S)**



Mandatory Requirements

- **FDS – Product delivered on a predetermined frequency (electronically ordered from and delivered by the manufacturer’s distributor)**
- **DSD – Product ordered, delivered, and stocked by the manufacturer (i.e., bread, milk, chips, etc.)**
- **DSD-S – Product ordered by store personnel or manufacturer; delivered days later by over-the-road carrier (i.e., trucking service)**



Brand Name Resale Contracting

- **WEBSITES:**

- www.commissaries.com
- www.ccr.gov
- www.dnb.com



Thank You!
