

AoI 5.5 Modernize Business – Consumer Insights

In accordance with the Commercial Solutions Opening – Defense Commissary Agency (DeCA), dated 01.21.2026, paragraph 5.0, the following specific requirement in support of AoI 5.5 Modernize Business is attached.

The Defense Commissary Agency operates a modern grocery business requiring insights to Patron needs to maximize the Commissary benefit impact.

DeCA is seeking innovative, commercial approaches for qualitative and quantitative Patron research.

DeCA's goal is to assess emerging Patron needs and leverage databased insights to adjust DECA's offer and operations.

Our objective is to establish a long-term partnership with a provider whose technology, service model, and commercial terms align with our commitment to delivering reliable, value-driven solutions. Offerors shall propose a Period of Performance (PoP) consistent with standard commercial practices for the proposed solution. The Government reserves the right to adjust the proposed PoP to align with mission requirements, funding availability, and applicable regulatory limitations, including structuring the award as a base period with one or more option periods at the Government's discretion.

Vendors with demonstrated success in uncovering why customers shift their shopping habits—and in developing strategies to re-engage and retain them—are encouraged to submit a solutions brief in accordance with Section 3.2 Solutions Brief.

The closing date for this opportunity is June 10, 2026 at 2:00 PM Eastern Standard Time (EST).

All communications, including proposal information and submission shall be sent via email to the following Points of Contact:

Tinitia Gholson, Tinitia.Gholson@deca.mil

Diana Gross-Bendall, Diana.Gross-Bendall@deca.mil