

Aol 5.5 Modernize Business – Pricing Insights and Strategy

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 Aol 5.5 Modernize Business is attached.

The DeCA operates a modern grocery business with unprecedented pressure from fluctuating supply chain costs, shifting consumer demand, and aggressive competitor pricing, requiring a data-driven framework to protect patron savings in an enhanced competitive market.

DeCA is seeking innovative, commercial approaches for retail pricing strategies.

DeCA's goal is to assess its current retail pricing strategy across the entire enterprise and leverage databased insights to adjust DeCA's patron offerings and operations. DeCA's retail pricing strategy is built to deliver:

1. A Statutory Required Patron (shopper) savings as measured against relevant local competitors for a representative market basket of goods, based on a comparison of prices charged by those retailers. DeCA has consistently met this requirement.
2. Grow Revenue. After 12 consecutive years of a 5% revenue decline, DeCA sales grew almost 18% between 2021-2025. Revenue in 2026 is again declining, prompting this retail pricing strategy assessment.
3. Deliver a target, fixed dollar margin to reduce reliance on the Appropriation provided to run this Department of War operation. DeCA has consistently met this objective, but the agency believes there are other margin opportunities that can enhance our ability to more effectively deliver the savings benefit.

Our objective is to establish a contractual relationship with a provider with recent and relevant commercial retail grocery operational experience to specifically include retail pricing strategy framework that delivers reliable, value-driven solutions.

Offerors shall propose a Period of Performance (PoP) consistent with standard commercial practices for the proposed solution. The Government may negotiate the PoP to align with mission requirements, funding availability, and applicable regulatory limitations, including structuring any resulting contract award with flexibility for multiple ordering periods beyond the initial contract order.

Offerors with demonstrated success in grocery retail pricing strategies are encouraged to submit a solutions brief in accordance with the information contained in Commercial Solutions Opening - Defense Commissary Agency (DeCA).pdf, Section 3.2 Solutions Brief.

The closing date for this opportunity is June 23, 2026 at 2:00 PM Eastern Standard Time (EST). All communications, including solution brief information and submission shall be sent via email to the following Points of Contact:

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