

Scottish Grocer feature synopsis

May 2018 edition

Technology feature

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission **Monday March 26th, 2018**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

Amazon may be leading the charge with its grab and go concept shop in Seattle but Scottish retailers haven't been shy when it comes to adopting new technology either, although there's always room for improvement. In this feature we'll look at the latest developments on offer from tech firms serving c-store retailers and ask what steps retailers can take to make the most of their investment in equipment/software. We'd welcome your views on the following:

- **What have been some of the biggest/most exciting developments in EPOS and other retail related technology over the last 12 months? What advantages could these developments deliver for retailers?**
- **Many retailers are now comfortable using their EPOS system for stock ordering but how can retailers take things a step further and really make the most of sales data for their business? What support is there out there in terms of sales data analysis? What kind of things do you think retailers should look for in their EPOS reports?**
- **How can technology help with advertising/merchandising in store? What tech solutions exist for retailers looking to communicate their offer to customers in a more effective way than leaflet drops and static posters?**
- **How can retailers leverage complementary internet to boost their bottom line? What are the advantages to offering customers free wifi in store?**
- **What are some key considerations for retailers when making a tech purchase? What should they look for in terms of support/warranty and how can they be sure their investment will not be obsolete by next year?**