

Scottish Grocer feature synopsis

June 2018 edition

Fascia and Franchise feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday April 30th, 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*

Keeping track of who owns what and who supplies who hasn't always been an easy task over the last 12 months, as headline-grabbing deals saw the retail landscape shift significantly. In this feature we'll take a look at the fascia and franchise market and ask what the benefits are for retailers who go down this route as well as asking the firms behind some of the biggest fascia and franchise brands in c-store retailing to lay out their offer to retailers. We'd welcome your views on the following:

- **In your view, what are the major benefits to retailers on taking on a fascia or franchise? What sort of improvements can retailers expect to see both physically in store and on their balance sheet? What kind of additional opportunities might be open to retailers who take on a new fascia or franchise?**
- **For symbol groups: What makes your symbol group a good choice for retailers looking for a new fascia? What kinds of stores are best suited to your symbol? What are the requirements for retailers to join your symbol and how do retailers benefit from meeting these requirements? What kind of features does your symbol offer (EPOS, training, investment, marketing etc.)?**
- **For franchise firms: What are the benefits of introducing your franchise to a store? How does your franchise tap into larger market trends? What kinds of stores are best suited to your franchise? What are the requirements for retailers to introduce your franchise? What kind of features does your franchise offer (hot food counter, coffee machine, footfall driving services, etc.)?**
- **There has been no shortage of mergers, acquisitions and supply deals in the retail sector over the last 12 months. How much more of this kind**

of activity do you reckon retailers can expect to see over the next 12 months? What do you think the outcome of these deals will be for your associated retailers? What are the potential benefits to any new agreement your fascia/franchise has been involved in?

- Unfortunately, numerous wholesale businesses have gone bust over the last 12 months, causing disruption for many retailers. What assurances can you offer retailers that your fascia/franchise offer is secure and that your business will be able to provide consistent service as the challenges of Brexit emerge over the next few years?**