

Scottish Grocer feature synopsis

July 2018 edition

Franchise and in-store concessions feature

Editorial contact for this feature is

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

Deadline for editorial submission **Tuesday May 29, 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*

In-store franchises and concessions are big business in retail, with everyone from the smallest c-store retailer to the largest out of town multiple diversifying their offer. In this feature we'll look at how retailers can use franchise and in-store concessions to their advantage. We would welcome your views on the following where appropriate:

- **What kind of franchise, concession, or joint venture are you able to offer c-store retailers? How do retailers benefit from this? What is the customer profile of those who use your service/purchase your product? How much time on the part of the retailer does your franchise/concession typically take up?**
- **What kind of contract do you offer your retail partners? What are the main terms of the agreement? How much capital, if any, must retailers provide up front? Is there a termination fee? How long is the contract?**
- **In your view, what can retailers do to make the most of their franchise/concession? When do additional services or food-to-go stands work best in store?**
- **How have you improved your franchise/concession offer over the last 12 months? What improvements can retailers expect to see in the months ahead?**
- **How much training is required to successfully run your franchise/concession? Would it be suitable to train existing c-store staff for a dual role? What training support do you offer?**