

# Scottish Grocer feature synopsis

July 2018 edition

## Shopfitting feature

Editorial contact for this feature is

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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*

**The right shopping environment can make or break a store's success, so it's vital retailers put their best foot forward with a well presented shop. In this feature we would like to hear from refit and design companies, equipment suppliers, energy-use consultants, and others on current issues. We're also always keen to feature real-life case studies of successful refits. So, if you represent a design or shopfitting company or a refrigeration or lighting specialist with work you would like to shout about please let us know. We are interested in projects of all shapes and sizes in the convenience-retailing sector in Scotland.**

**We would also welcome your views on the following where appropriate:**

- **What are some of the more prominent trends in c-store design and layout at the moment? Wider aisles? Expanding food to go? Improved chilled provision?**
- **How regularly should retailers refresh their store? What are some of the key considerations when considering an investment in a refit?**
- **How can installing more modern equipment (chillers, lighting, digital screens, etc.) benefit retailers in the long run?**
- **Are you aware of any financial assistance available to retailers considering a refit?**
- **What are some of the common pitfalls retailers should look out for when revamping their store?**