Scottish Grocer feature synopsis

October 2018 edition

Technology

- *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 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*

From the wholesale depot to the till point, technology touches on retailing across the entire supply chain, with advances offering retailers more and more tools to play with. In this feature we'll look at how technology firms supplying the independent retail sector have improved their offer and assess the advantages of investing in the latest kit. We would welcome your views on the following where appropriate:

• In your view, what are the tech essentials that all c-store retailers should have in store? How might investing to upgrade/improve tech benefit the business?

• What are some key considerations for retailers investing in new tech for their store? What should retailers expect in terms of training/maintenance/longevity when investing in tech products? How retailers who may not be fully tech-savvy make sure they're getting the right equipment for their business?

• What advances in retail technology are you most excited about? Are there any areas of innovation that you reckon retailers should consider for the future? (digital loyalty? online ordering?)

• How can effective investment in technology protect store security? (Stock control. CCTV etc.)

• How can retailers better use technology to boost footfall?

• What are the advantages to placing screens or other digital advertising equipment in store? How can c-stores take advantage of this technology to generate sales?