

Scottish Grocer feature synopsis

October 2018 edition

Forecourts

Editorial contact for this feature is

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

Deadline for editorial submission **Friday, August 31st 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 forecourt revolution continues as independent retailers across Scotland improve their offer by introducing food to go and creating a convenience offer to rival standalone c-stores. In this feature we'll look at where independent retailers can improve their forecourt inside and out and ask what steps can be taken to improve a site's fortunes. We would welcome your views on the following where appropriate:

- **How would you assess the performance of independent forecourts at present? Where are independent retailers succeeding and what areas do you think could be improved upon?**
- **In what ways should a forecourt convenience offer differ from a traditional c-store? How does the customer profile of a forecourt (commuters, tourists etc.) differ from a traditional store and how can retailers tailor their offer to match?**
- **Big brand franchises have become a staple of independent forecourt retailing across Scotland. In your view, what are the benefits to operating a well run franchise at an independent forecourt? How important is brand recognition to travelling consumers?**
- **How have improvements in technology affected forecourt retailing? What are the advantages to investing in new technology?**
- **There has been something of a revolution in forecourt retailing, but with just about every outlet offering a respectable meal deal, what steps can retailers take to stand out from the competition. Can you think of any innovative food to go solutions that Scottish retailers may wish to consider for their forecourt?**

