

SCOTTISH GROCER FEATURE SYNOPSIS

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FRANCHISE AND IN-STORE CONCESSIONS

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday, May 28th, 2019**

- *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 come in many shapes and sizes, with solutions across categories from food to go and e-cigarettes to payment services and the Post Office. In this feature we'll look at how retailers can use franchise and in-store concessions to their advantage. We'd welcome your views on the following.

- 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?
- Can you provide any examples of where your franchise/concession is working well in Scotland? In your experience, what kind of steps should retailers take to ensure they get the most from a franchise/concession?
- What training resources do you offer to retailers running a franchise/concession? What support is on offer for retailers who wish to get staff more engaged with the franchise/concession?
- What marketing support do you offer for your franchise/concessions?

