

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2020

### Fascia and Franchise

Editorial contact for this feature is

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Deadline for editorial submission Friday 8 May

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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 coronavirus crisis has underlined the importance of a strong relationship between wholesaler/symbol group and retailer. In this feature we'll look at what fascia and franchise options are available to retailers at the moment and ask what kind of support is on offer to help stores achieve great results in their communities.

We would welcome comments on the following:

- In your view, what are the major benefits to retailers on taking on a fascia or franchise? What sort of improvements can retailers expect to see both physically in store and on their balance sheet? What kind of additional opportunities might be open to retailers who take on a new fascia or franchise?
- For symbol groups: What makes your symbol group a good choice for retailers looking for a new fascia? What kinds of stores are best suited to your symbol? What are the requirements for retailers to join your symbol and how do retailers benefit from meeting these requirements? What kind of features does your symbol offer (EPOS, training, investment, marketing etc.)?
- For franchise firms: What are the benefits of introducing your franchise to a store? How does your franchise tap into larger market trends? What kinds of stores are best suited to your franchise? What are the requirements for retailers to introduce your franchise? What kind of features does your

franchise offer (hot food counter, coffee machine, footfall driving services, etc.)?

- There has been a lot of activity around own label in convenience over the last 12 months. Could you explain what own label you can offer for retailers and why it is well suited to convenience stores?

- Delivery services have increased in prominence across Scotland's convenience sector. What delivery solutions/advice can you offer to Scotland's convenience retailers?