

SCOTTISH GROCER FEATURE SYNOPSIS

July 2020

Forecourts

Editorial contact for this feature is

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Deadline for editorial submission Friday 5 June

- *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.*

Forecourt retailers are an innovative bunch and the customer experience at today's filling station is almost unrecognisable from what has come before. In this feature we'll look at the merits of investing in a forecourts convenience offer and ask how and why retailers should invest in their premises.

We would welcome comments on the following:

- How would you assess the health of independent/symbol forecourt retailing at the moment? What challenges do these retailers face at present? What sets apart the retailers that are getting things right?
- The forecourt is about more than just fuel. In your view, where should retailers be focusing their attention in their forecourt store? What are the key categories and how might these differ from a conventional c-store?
- How has the collapse of the oil price in 2020 affected forecourt retailers?
- How can retailers make use of technology to improve their offer/efficiency/reduce cost? What kinds of EPOS/back office systems are available and why should retailers consider investing in these? What sort of questions should retailers be asking when investing in new tech for their forecourt?

- What support/new innovations can you as a fuel supplier/symbol group/brand offer forecourt retailers? How have you improved your product/service to forecourts?
- Do you have any NPD or campaigns you would like to shout about?