

SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

Franchise and in-store concessions

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, 1st September

- *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.*

Franchises and in-store concessions offer retailers a point of difference from their local competition, which is essential to success in Scotland's highly competitive c-store market. In this feature, we'll take a look at what franchise and concession brands can offer Scotland's c-store retailers and ask how retailers can make the most of the opportunities available. We would welcome comments on the following:

- What are the key franchise/concession trends retailers should be aware of? What categories (Desserts? FTG?) are performing well?
- What are the benefits of taking on a franchise/concession contract? What kind of support is on offer to retailers? What is the customer perception of these brands?
- What sort of questions should retailers be asking when considering a franchise/concession offer? How can retailers ensure they are signing up for something that will fit their store?
- How can retailers ensure they are making the most of their franchise/concession? What sort of support is on offer for retailers? How can retailers effectively market their offer?
- How can retailers use social media effectively to market their offer?
- Do you have any NPD/campaigns you would like to shout about?