

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Home Delivery

Editorial contact for this feature is

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Deadline for editorial submission Friday, November 27th.

- *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.*

Home delivery has been booming in Scottish c-stores with consumers responding to the Covid-19 pandemic. In this feature we'll look at what delivery solution suppliers can offer stores and ask how retailers can make sure they choose the right delivery option for their store. We would welcome comments on the following:

- How would you assess the performance of delivery options in Scottish c-stores? How has the Covid-19 pandemic changed demand and do you expect to see these new shopping behaviours continue post-pandemic?
- What are the terms of your home delivery offer? Minimum contract lengths/cancellation? Commission structure and other fees? Delivery charges?
- What advice can you offer retailers looking to introduce a delivery offer/improve their delivery offer?
- What questions should retailers be asking delivery platforms when considering introducing an offer in their store?
- What steps do you take to get consumers engaged with your delivery platform? How is your brand marketed? Are there any perks/loyalty offers for consumers through your platform?
- Besides delivery, what other features and benefits does your delivery platform offer?