

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

Shopfitting

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.*

The Covid-19 pandemic has led to many of Scotland's c-store retailers enjoying greater sales than they may have expected as consumers rediscovered their local store during lockdown. With some retailers enjoying solid growth, in this feature we'll ask if now is the time to reinvest with a revamp/refurbishment. We would welcome comments on the following:

- In your view, what are some of the current trends in c-store design and layout in stores - what's the driving force behind these trends and how do they benefit retailers?
- Why might now be the perfect time for retailers to invest in their store?
- How frequently should retailers consider refurbishing their store? What are some of the signs retailers should look out for that will let them know it's time for a refit?
- Energy efficiency continues to be a key consideration for businesses across all sectors. Are there any advances in refrigeration/lighting/air conditioning do you think retailers should be aware of? How can updated refrigeration/lighting improve bottom lines for a business?
- What are some key considerations for retailers who plan to refurbish their store or introduce a new franchise (Post Office, Subway, FTG counter etc.). What advice would you offer a potential customer who wants to make sure to get the most bang for their buck when investing in their store?

- What finance options are available for retailers looking to improve their store?
- How can retailers ensure minimum disruption to their business while work is carried out in store?