

SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

Forecourts

Editorial contact for this feature is

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Deadline for editorial submission Friday, January 8th.

- *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.*

There's more to forecourts than fuel and Scotland's retailers have been doing some great work to expand their offer over the last few years. In this feature we'll look at how forecourt retailers can build a convenience offer that keeps the tills ringing and ask how changing consumer behaviour has affected the channel. We'd welcome comments on the following:

- In your view, how did forecourt retailers rise to the challenges of 2020? What impact did the reduction of commuter traffic and total journeys have on the channel?
- What are the key trends within forecourt retailing at the moment? Where are the biggest opportunities with the highest margins?
- How important is a smart forecourt interior to successful retailing? What advice could you offer a retailer looking to revamp their forecourt?
- What facilities should retailers consider investing in on the fuel side of their forecourt business? Are there any new technologies in terms of payments, alternative fuels or other forecourt solutions that retailers might wish to consider?
- What merchandising/ranging advice can you offer forecourt retailers? What is the key to creating a store flow that works for a forecourt and how might this differ from other c-store sites?

- With hungry consumers in a hurry, forecourts make an ideal place for food to go. What kind of offer should forecourt retailers think about introducing when it comes to food to go?
- How successful are electric charge points at bringing in new consumers? Is this something independent retailers should think about investing in?
- What can symbol groups, franchise organisations, wholesalers and others who supply Scottish forecourts offer independent retailers?