

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2021 ISSUE

APPS AND PAYMENT TECH

Editorial contact for this feature is

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Deadline for editorial submission **Monday, April 5th**

- *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*

One development from the Covid-19 pandemic has been a rapid acceleration of tech adoption in Scotland's convenience retail sector. From home-delivery to click and collect, independent retailers have embraced the technological solutions on offer. In this feature we'll look at We would welcome comments on the following:

- In your view, what are the key technology tools that can help retailers boost sales, footfall and/or margins?
- What questions should retailers be asking when investing in apps or payment technology? How can retailers ensure they're investing in a technology solution that's right for their store?
- What solutions does your firm offer and what sets you apart from competitors? What's your USP?
- What kind of educational resources/technical support can you offer retailers?
- How important is a strong partnership with wholesalers/symbol groups? What steps have you taken to engage with these partners?
- Do you have any NPD or campaigns you would like to shout about?