

## SCOTTISH GROCER FEATURE SYNOPSIS

June 2021

### Fascia & Franchise

Editorial contact for this feature is

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Deadline for editorial submission Friday, May 7th.

- *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.*

A strong fascia or franchise offer can make all the difference to a convenience store business, helping retailers to stand out from the crowd in their local community. In this feature we'll look at what fascia and franchise brands have to offer Scottish c-stores and ask how retailers can make the best decision for their business. We would welcome comments on the following:

- In your view, what are the major benefits to retailers on taking on a fascia or franchise? What sort of improvements can retailers expect to see both physically in store and on their balance sheet? What kind of additional opportunities might be open to retailers who take on a new fascia or franchise?
- How has your business improved its fascia/franchise offer over the last 12 months? Have you invested in new technology? Added new services/resources/store formats to your offer? Changed contract terms or expanded through mergers/acquisitions?
- For symbol groups: What makes your symbol group a good choice for retailers looking for a new fascia? What kinds of stores are best suited to your symbol? What are the requirements for retailers to join your symbol and how do retailers benefit from meeting these requirements? What kind of features does your symbol offer (EPOS, training, investment, marketing etc.)?
- For franchise firms: What are the benefits of introducing your franchise to

a store? How does your franchise tap into larger market trends? What kinds of stores are best suited to your franchise? What are the requirements for retailers to introduce your franchise? What kind of features does your franchise offer (hot food counter, coffee machine, footfall driving services, etc.)?

- There has been a lot of activity around own label in convenience over the last 12 months. Could you explain what own label you can offer for retailers and why it is well suited to convenience stores?

- Delivery services have been booming across Scotland's convenience sector. What delivery solutions/advice can you offer to Scotland's convenience retailers?