

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

### Forecourts

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, August 31<sup>st</sup>.

- *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.*

Like everyone, forecourt retailers have been operating in strange times over the last 18 months, with consumer behaviour changing in response to pandemic restrictions. As Scotland continues down the road to normality, we'll look at what forecourt retailers can do to build their business in the wake of a year like no other. We would welcome comments on the following:

- What are the key trends in forecourt retailing? Where are the high margin and/or high volume opportunities in forecourt c-stores? How has the sector performed during the pandemic and what opportunities are opened up as restrictions are eased?
- What does today's consumer expect from their local forecourt and how can retailers ensure their store is able to capture as much footfall as possible? How important is continual investment in a forecourt convenience business (store revamps? Electric charging? Adding a FTG offer?) to future success? If a retailer had some money to spend, what areas give most bang for investment buck? What support/advice can symbol groups/suppliers offer in this regard?
- How does shop flow in a forecourt differ from a traditional c-store (if at all). What advice could you offer forecourt retailers in terms of merchandising/category management in their forecourt shop?
- What technological solutions are there on offer at the moment that you think forecourt retailers should be aware of? How does this tech make life easier for retailers/reduce costs/improve margins?

- Do you have any NPD or campaigns you would like to shout about?