

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Technology

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, August 31st.

- *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.*

Technology is an increasingly visible part of the modern convenience store, with everything from electronic signage to app delivery schemes shaping the way customers interact with stores. In this feature, we'll be looking at how retailers can make the most of the technology on offer and ask what the key considerations should be for retailers looking to invest in their store. We would welcome comments on the following:

- What are the benefits of investing in technology for the convenience sector? How can technological solutions make life easier for retailers?
- What are the latest retail technology developments that business owners should be aware of?
- How would you assess the adoption of technological solutions in the Scottish c-store channel?
- What questions should retailers be asking when looking to invest in technology for their store?
- What does your firm/brand offer and why does this benefit retailers? What is your pricing structure/contract terms? What support can you offer for retailers who may not be entirely tech savvy?
- Do you have any NPD or campaigns you would like to shout about?