

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

Home delivery

Editorial contact for this feature is

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Deadline for editorial submission: Monday, 29th November

- *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.*

With colder weather on the way, consumers might look for more convenient ways to shop, which could mean increased demand for home delivery. In this feature we'll look at what delivery solution suppliers can offer stores and how retailers can make sure they have the right delivery option for their store. We would welcome comments on the following:

- How would you assess the performance of delivery options in Scottish c-stores? How has easing restrictions changed this demand? Do you expect to see this new shopping behaviour to continue as we adjust to a new normal?
- What are the terms of your home delivery offer? Minimum contract/cancellation/Commission structure and other fees? Delivery charges?
- What advice do you have for retailers looking to implement/improve on delivery services in-store?
- What steps do you take to get consumers engaged with your delivery platform? How is your brand marketed? Are there any perks/loyalty offers for consumers through your platform?
- What other features or benefits does your delivery platform offer other than delivery?