

SCOTTISH GROCER FEATURE SYNOPSIS

January 2022

New Year, New Fascia

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.*

The quality of the partnership between an independent retailers and their fascia brand can make all the difference when it comes to store success. In a competitive trading environment, the right offer and the right support could be the difference between ringing tills or poor footfall. In this feature, we're keen to hear from fascia providers on what their current symbol and/or franchise offer can do for Scottish retailers. We would welcome comments on the following:

- On your own symbol operation, we're keen to hear your views on what makes your symbol a good choice for currently non-affiliated operators or for store owners who are comparing the offers, services and strengths of the various symbol groups?
- What marketing activity do you engage in on behalf of your fascia? How are you promoting the brand to consumers and how does this benefit retailers?
- What do you offer in terms of range, chilled food service, delivery, promotional packages, merchandising advice etc?
- How have you improved your offer over the last 12 months, and are there any additional benefits/product lines/services retailers can expect to see in the months ahead?
- What plans do you have for 2022? What improvements can retailers expect to benefit from this year?
- What is required of the retailer who signs up to your package?
- What are your various symbol formats and fascia, who should consider each of the formats? Do you offer a symbol or franchise solution for small

stores? Do you have a premium or elite version of your symbol offer?
Do you have, or are you developing, trialling or considering a franchise
option?