

SCOTTISH GROCER FEATURE SYNOPSIS

July 2022

Forecourts

Editorial contact for this feature is

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Deadline for editorial submission: Friday 27th May

- *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.*

Fuel has been hitting the headlines a lot in recent months, with the conflict in Ukraine and other pressures pushing the price of petrol and diesel to dizzying heights. In this feature we'll ask how independent forecourt retailers can ensure they've got the right offer to thrive in unusual times. We would welcome comments on the following:

- How would you assess the health of independent/symbol forecourt retailing at the moment?
- The forecourt is about more than just fuel. In your view, where should retailers be focusing their attention in their forecourt store? What are the key categories and how might these differ from a conventional c-store?
- How have rising fuel costs affected independent forecourt retailers? What has the impact (if any) been of the Chancellor's fuel duty cut? How can retailers ensure they're getting their fuel pricing right on a daily basis?
- How can retailers make use of technology to improve their offer/efficiency/reduce cost? What kinds of EPOS/back office systems are available and why should retailers consider investing in these? What sort of questions should retailers be asking when investing in new tech for their forecourt?
- What support/new innovations can you as a fuel supplier/symbol group/brand offer forecourt retailers? How have you improved your product/service to forecourts?
- Do you have any NPD or campaigns you would like to shout about?