

SCOTTISH GROCER FEATURE SYNOPSIS

October 2022

Technology

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission, Wednesday, 31st August

- *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 touches on just about every aspect of convenience retailing, from ordering stock and implementing promotions to digital POS and loyalty apps. In this feature we'll look at how retailers can make the most of tech on offer while getting the most bang for their buck. We would welcome comments on the following:

- What are the key technology developments that you think retailers should be aware of? What's shaking up the convenience channel/making life easier for retailers?
- What sort of questions should retailers be asking providers before they invest in new technology for their store? Not all c-store retailers will be tech savvy, so how can they ensure they're getting a solution that's the right fit for their store?
- What are the features and benefits of your brand's technology? What sets you apart from the competition? Why do you represent a worthwhile investment for Scottish c-store retailers?
- From home delivery to digital loyalty, technology can be used to introduce a host of new services in the convenience channel. How has the adoption of new technology helped c-store retailers to compete with the major multiples? Are there lessons independent retailers can learn from the grocery channel and are there opportunities for c-stores to do some things better than the mults?
- How important is a strong social media presence to success in the convenience channel? What software/packages exist to support retailers who wish to build their social media presence?
- Do you have any NPD or campaigns you would like to shout about?