

SCOTTISH GROCER FEATURE SYNOPSIS

June 2023

Fascia & Franchise

Editorial contact for this feature is

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Deadline for editorial submission Wednesday 26th April

- *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.*

Retailers now face continued pressures from the ongoing cost-of-living crisis, the incoming deposit return scheme and troubles with the supply chain. The strain of finances has rightfully got some retailers concerned and many may look to their fascia groups for advice and support during this time. In this feature, we're keen to hear from fascia providers on what their current symbol and/or franchise can do to support Scottish retailers during this time and the further benefits on offer. 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 supported retailers so far this year as they continue to grapple with constant challenges for their stores? Are you seeking to implement further support during this time?
- What is required of the retailer who signs up to your package?
- What are your various symbol formats and fascias? 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?