

SCOTTISH GROCER FEATURE SYNOPSIS

October 2023

Technology

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Deadline for editorial submission Friday 25th 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.*

The future is now and retailers are standing ready to embrace it with all the latest tech upgrades they can introduce to stores. In this feature, we will look at how c-store retailers can make the most of the tech on offer while ensuring the process is as smooth and convenient as ever. 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?
- 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 multiples?
- 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?