

## SCOTTISH GROCER FEATURE SYNOPSIS

January 2024

### Shopfitting

Editorial contacts for this feature are:

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Deadline for editorial submission Monday 27<sup>th</sup> 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.*

A fresh face for the store can help bring in new customers and offer something new to loyal customers who have been coming in for years now. And with the new year, retailers could be looking for the innovation that shopfitting can offer to them. In this feature, we will look at the current trends across shopfitting and ask firms to offer advice for retailers who are considering introducing something new to their stores. We would welcome comments on the following:

- In your view, what are some of the current trends in c-store design and layout in stores? What's the driving force behind these trends and how do they benefit retailers?
- How frequently should retailers consider refurbishing their store? What are some of the signs retailers should look out for that will let them know it's time for a refit?
- What tech upgrades should retailers be considering for their store?
- Energy efficiency continues to be a key consideration for businesses across all sectors. Are there any advances in refrigeration/lighting/air conditioning that you think retailers should be aware of? How can updated refrigeration/lighting improve bottom lines for a business?
- What are some key considerations for retailers who plan to refurbish their store or introduce a new franchise (Post Office, Subway, FTG counter etc)? What advice would you offer a potential customer who wants to make sure to get the most bang for their buck when investing in their store?
- How can retailers ensure minimum disruption to their business while the work is carried out in the store?