

SCOTTISH GROCER FEATURE SYNOPSIS

June 2024

Fascia & Franchise

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Deadline for editorial submission Monday 29th 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.*

Energy bills, rising crime numbers and the introduction of new legislation across gantries – it's fair to say that convenience retailers have their work cut out for them at the moment. Now more than ever, these store owners will be looking for the right package to support them going forward and this could mean a change in fascia group. In this feature, we will look at the package of support your symbol group or franchise can offer c-store retailers across Scotland during this difficult trading period. 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?
- How have you helped your retail customers during the recent crime blight impacting the sector?
- 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?