

SCOTTISH GROCER FEATURE SYNOPSIS

July 2024

Forecourts

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Deadline for editorial submission is Friday 24th May.

- *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.*

Fuel continues to be a volatile topic in current times with prices fluctuating dramatically over the last year due to numerous global factors. In this feature, we will look at how independent forecourt retailers can ensure they can optimise their store to not only match demand but to do so during such uncertain times. We would welcome comments on the following:

- How would you assess the health of independent/symbol forecourt retailing at the moment?
- What are the key categories across forecourt stores that retailers should stay aware of here? How does this differ from standard convenience stores?
- Beyond fuel, what else can forecourt retailers focus on to build up attention for their store and bring in an extra edge that will see consumers choose their petrol station over other competitors?
- How can retailers make use of technology to improve their offer/efficiency/reduce cost? What kinds of EPOS/back office systems are available and why should retailers consider investing in these? What sort of questions should retailers be asking when investing in new tech for their forecourt?
- What support can your brand offer to forecourt retailers during this difficult trading time? How have you improved your offering to best service forecourts?
- Do you have any NPD or campaigns you would like to shout about?