

## SCOTTISH GROCER FEATURE SYNOPSIS

October 2024

### Technology

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

Technology upgrades across the convenience channel are less of a want and more of a need now as retailers face an ever-rising demand and expectation from their consumers. In this feature, we will look at how c-store retailers can make the most out of tech solutions for their store to ensure a smooth shop but also one that is safe for the store owner as well. We would welcome comments on the following:

- What are the key technology developments retailers should be aware of? What's shaking up the convenience channel/making life easier for retailers?
- What 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 technology helped c-store retailers to compete with the major multiples? Are there lessons independent retailers can learn from the grocery channel and opportunities for c-stores to do 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?
- Are there any security solutions that retailers should be considering when it comes to tech upgrades? What can you offer to ensure the safety of store owners should criminals threaten them in stores?
- Do you have any NPD or campaigns you would like to shout about?