

SCOTTISH GROCER FEATURE SYNOPSIS

November 2024

Parcel Services

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Deadline for editorial submission Wednesday 25th September

- *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.*

Parcel services are becoming an increasingly important part of convenience retail. Store owners realise it can drive footfall and presents an opportunity to gain some additional impulse sales from those calling in to drop off or collect a parcel. In this feature, we will look at trends across parcel services and examine how Scottish convenience retailers can use them to drive up sales. We would welcome comments on the following:

- How would you assess the performance of parcel services in convenience at the moment? Where are the areas for growth within parcel services?
- How does your parcel service operate and what makes it an attractive proposition for retailers? What is your USP and what gives you the edge over rival services?
- What advice would you have for retailers who may think they are too time-poor to operate a parcel service? How can retailers with only a limited shop space still run a parcel service?
- What advice would you give to retailers about the best ways to communicate the fact they are running a parcel service to their customers?
- Where should convenience retailers site their parcel service? Are there benefits to having lockers outside of the store? If the service is being offered inside, what categories of products should retailers place beside the service counter to drive impulse purchases?
- Do you have any plans to improve your service and grow your network that you want to shout about?