# The Grocer

**Digital Feature: 10 things you need to know about…Franchise & Fascia**

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1. **Consumer research**

We quiz the nation on where they shop and why. What would make them more loyal? Better customer service? Better availability? Cheaper prices?

2. **Creative Challenge: How can c-stores do Rio?**

Major sporting events are big business for big and small retailers alike. We're teaming up with a creative agency to find out how c-stores can tap into Rio.

3. **Budgens profile**

The Grocer heads on over to visit Budgens' retailer Guy Warner to visit his sixth store to find out what's new.

4. **Charities**

More retailers are launching charity initiatives which offer a great way to get involved in the local community. So, which symbols do what? And, how do you get involved? We're looking for five great examples of charity initiatives by local shopkeepers.

5. **In-store theatre video**

Video on in-store theatre with three examples from some of the best retailers around, including Simply Fresh, Eat17 and Budgens.

6. **Keeping your staff happy**

Retaining staff in c-stores is tough. We scope out what retailers are doing to maintain a community culture within their staff – from charity funds to staff competitions.

7. **Reward and loyalty schemes**

The major mults are spending less time and money on their loyalty schemes. What are c-stores doing on this front? Are loyalty schemes worth the effort for smaller retailers?

## 8. Social media

How can c-stores utilise social media to build their presence and drive sales?

## 9. Five value boosting bits of kit

From ice cream machines to slush puppies, we take a look at five bits of kits c-stores are using to add sales.

## 10. Bulk buying

Spar has teamed up with Holland & Barrett to sell huge tubs of protein powder, among other healthy items while others are stocking bulk washing powder and other household items. So, is there really a market for c-stores to sell things in bulk? Why are retailers doing this?