

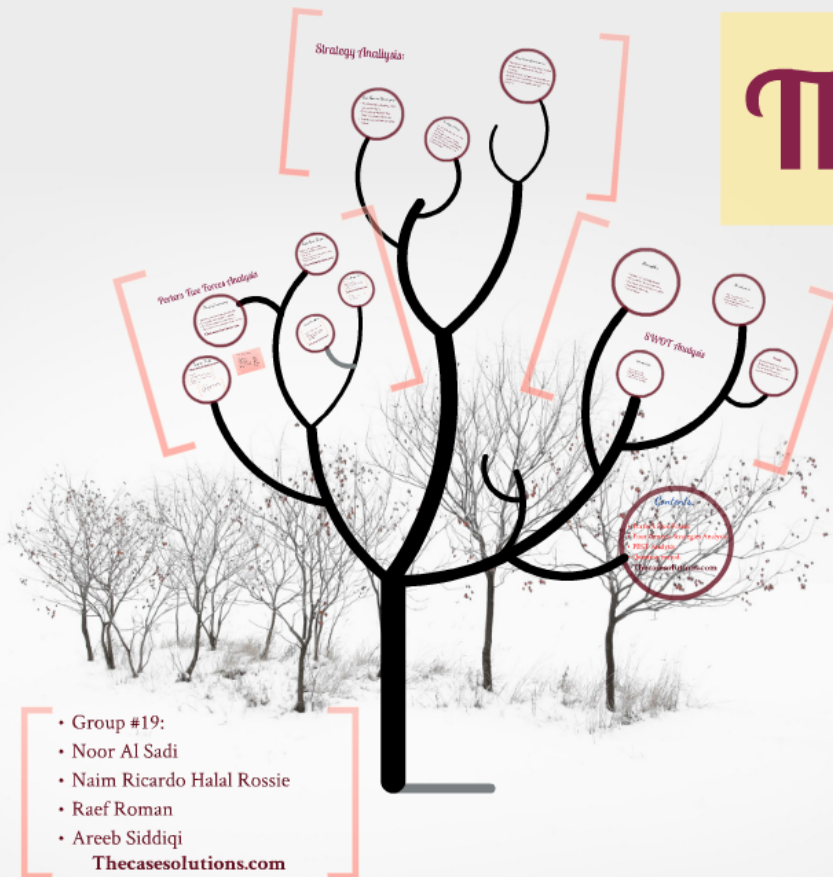
The Tim Horton's Brier

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- Group #19:
 - Noor Al Sadi
 - Naim Ricardo Halal Rossie
 - Raef Roman
 - Areeb Siddiqi

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Contents:

- Porter's Five Forces
- Four Generic Strategies Analysis
- PEST Analysis
- Question period.

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Buyers' Force:

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Establishing to 1960s:

- Low consumers spending \$57 annually on dining out.
- Hamiltonians preferred coffee while Torontonians preferred tea.
- The number of coffee shops was very high therefore there was many choices.
- Buyer's power was high

From the 1970s and on:

- Tim Hortons established a strong presence targeting buyers.
- The first firm to implement the drive-through in a coffee shop.
- Provided lots of parking space.
- Buyer's power became low.

Suppliers' Force:

- Supplies are widely available.
- Tim Hortons Implemented vertical integration.
- Centralized manufacturing on site baking.
- Suppliers power is Low.

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Force of competitors

Establishing to the end of 1960s:

- Numerous similar businesses.
- There was no product differentiation.
- The Globe and Mail predicted the coffee and doughnut concept has reached its peak and there is no more room for growth.
- Power of competition is high.

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From the 1970s and on:

- Tim Hortons neutralized the competition by differentiating itself and its products.
- Fast and aggressive expansion throughout Canada.
- Power of competition is moderate to low.



Threat of new entry:

- supplies are easily obtained and available.
- Low capital requirement for startup.
- The business model is easily imitable.
- The power of new entry is moderate to low.

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Threat of Substitutes:

- Initially the threat of substitute was high.
- With time Tim Hortons neutralized the competition by developing Brand loyalty.

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