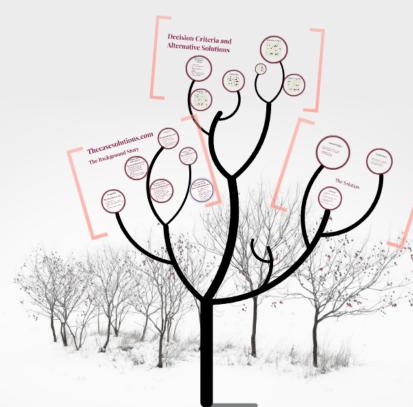


# Radio Frequency Identification for Mobile Consumer Applications (A)

Thecasesolutions.com



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## The cases olutions.com

### The Background Story

#### Starbucks Mobile Payment Plan

#### Thecasesolutions.com

- · App that operates like a Gift Card
- · Easy to setup and maintain
- · One of the first quick serve restaurants to offer mobile payments.
- By July 2013 10% of in-store ourchases were done with the app

#### Tim Horton's

#### Thecasesolutions.com

- · Coffee and Pastry Retailer
- · Established in 1964 in Ontario
- · Currently owned by Restaurant
  - · A company with shares in Toronto Stock Exchange and Net York City Stock Exchange

#### Tim Horton's own 18.4% of market Starbucks owns 2.6% of market

Starbucks VS Tim

Horton's

Thecasesolutions.com

Starbucks still has its Mobile Payme

#### Starbucks

#### Thecasesolutions.com

- · Coffee Retailer
- · Established in 1971 in Seattle
- · Did not open Canadian doors until
- · 21,000 locations World Wide

Causes for Why The Advantage was Lost

#### The cases olutions. com

- · Tim's Hortons Implemented its own Mobile Payment plan
- · Launched in December 2013
- · Like Starbuck's Original System (operates like a gift card)
- Customers would tap the paymen terminal to pay

#### Causes for Why The Advantage was Lost The case solutions. com

- · Starbucks Responded with a New Mobile Payment Plan
- Charge Customer's Credit Card
- Failed:
- Little to None Employee Training
   Some Locations were Not Equipped with Proper Scanners.
- Needed Two-Dimensional not One Dimensional Scanners
- · Overcome with 16-Digit Code
- · Unreliable System

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- Up To 57% Failure Rate