

Company Profile

- Quick service industry specializing in coffee, baked goods, and other retail products
- Franchises with over 1000 in North America, Ontario
- Founded by Tim Hortons, Roger L. Laidlaw, and Gordon, hockey player, Mike Squires, hockey player



The Tim Horton's Brier Harvard Case Solution & Analysis



TheCaseSolutions.com

- Locations:**
- 6,500 as of September 30, 2014
 - In the countries: Canada, United States, United Kingdom, France, United States, Australia, etc.
 - All of them are in a location within 1000m radius of a city
 - Headquarters located in Barrie, Ontario

- Where can you find a Tim Hortons?**
- stand-alone restaurants
 - shopping malls
 - highway reststops
 - universities
 - hospitals

- Products:**
- Specialty coffee and specialty blends
 - Specialty coffee and specialty blends
 - Specialty coffee and specialty blends
 - Specialty coffee and specialty blends



- Statistics:**
- On August 10, 2014, Burger King and McDonald's Tim Hortons' 100th anniversary
 - Both Burger King and McDonald's company sales had declined significantly
 - This helped with Tim Hortons' reputation of the brand

Tim Hortons' 100th Anniversary

Demand



- High demand for coffee
- High demand for coffee
- High demand for coffee
- High demand for coffee

- Quick and healthy meals - On the go**
- Socializing atmosphere
 - Multiple class and brands
 - Multiple workers, students, seniors, etc.

- Customer Attractions:**
- Free wifi
 - Cafe, meetings, & study place
 - Comforts
 - QR codes
 - Free samples

- Sponsorships & Charities:**
- Major & minor sports
 - Charitable events
 - Tim Hortons Children's Foundation
 - Tim Hortons Children's Foundation
 - Tim Hortons Children's Foundation

- Fun Facts!**
- The first Tim Hortons was opened in 1962
 - The first Tim Hortons was opened in 1962
 - The first Tim Hortons was opened in 1962
 - The first Tim Hortons was opened in 1962



Thank You!



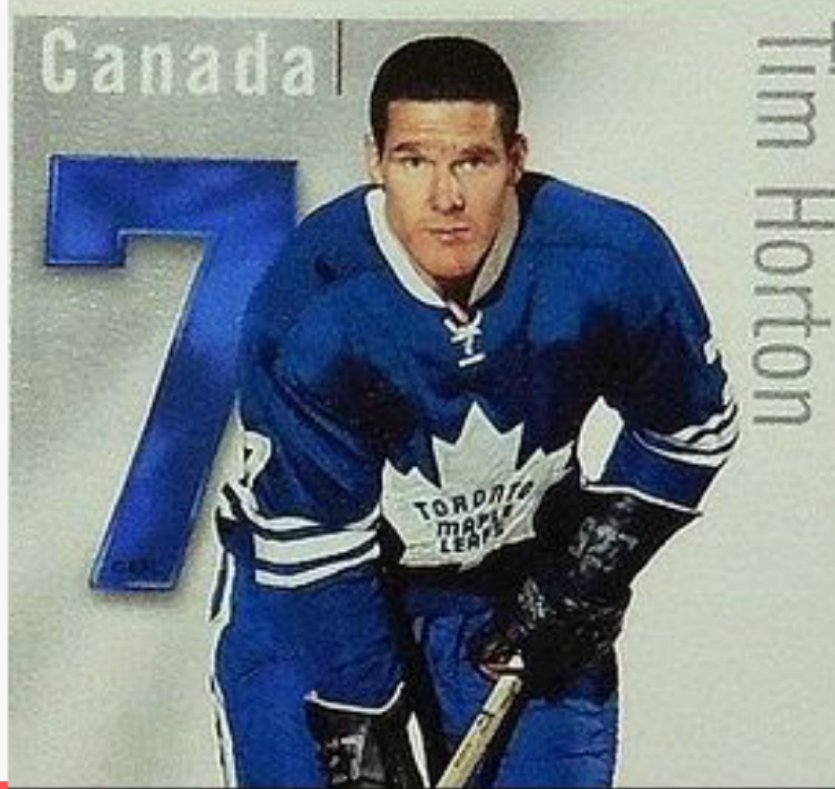
The Tim Horton's Brier Harvard Case Solution & Analysis



TheCaseSolutions.com

Company Profile

- Quick serve industry specializing in coffee, baked goods, and home style lunches
- Tim Hortons was founded in 1964 in Hamilton, Ontario
- Founded by a Toronto Maple Leafs professional hockey player
Miles Gilbert Horton



Began Tim Hortons May 17, 1964. By 1968 multi. million dollar franchise

Died on February, 21, 1974 due to a car accident

Played 24 NHL seasons with a variety of different hockey teams



Partnered with franchisee Ron Joyce

Locations:

- 4,492 as of September 30, 2016

In the countries: Canada, Ireland, Oman, Saudi Arabia, Kuwait, United Arab Emirates, UK, US, India.

26 of those stores are located within 100km radius of Victoria

- Headquarters located in Oakville, Ontario

Where can you find a Tim Hortons?

- stand-alone restaurants
- shopping malls
- highway outlets
- universities
- hospitals

