

Sales and distribution

Entry strategy

IMPLEMENTATION



Recommendations

- Build strong relationships with both customers and suppliers: importance of guanxi
- Adapt (but not too much) to remain American
- Know local time
- Know location

Towns we are targeting to start with:

- Beijing: Beijing is the political center of China. It is also an international exchange center.
- Shanghai: It is a top-tier city in China. It is one of the most developed international metropolises in the world as well.
- Hong Kong: trendy, rich, lots of tourists and businessmen making pos.

1. Market research

2. Business plan

3. Legal and financial

4. Marketing and sales

5. Human resources

6. Operations

7. Monitoring and evaluation

8. Exit strategy



Going Global : Tim Hortons

International Marketing Strategy

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Purpose

To analyze the implementation of a North American company in a country where it is not locate.

We chose Tim Hortons.

Methodology

- Used secondary data
- Used the corporate website of Tim Hortons
- Used data from foreign governments

Company's situation analysis

Tim Hortons' history :

- Founded in 1964 in Hamilton, Ontario
- At the beginning only two products : coffee and donuts
- 1976 : creation of the famous and successful Timbits

Tim Hortons expansion

- 1995 : merged with Wendy's International, expansion in the United States
- More than 3,000 restaurants across Canada
- Over 600 in the United-States
- 2006 : trades on the NYSE and TSX (THI)