

Fictional case

INTERNATIONAL MARKETING

Tim Hortons®

Happening Marketing 2023



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Fictional case: The information in this case is not all true and has been written for the sole purpose of providing discussion material.



TUESDAY, OCTOBER 25TH

It's 10:00 a.m. at Tim Hortons' head office in Ontario, the phone rings in the office of Karine, Director of Business Development and Marketing for the group. After months of canvassing, prospecting and business trips, the press release was finally issued. Tim Hortons announced the opening of a branch in Casablanca, Morocco, making it its second restaurant on the African continent after the one in South Africa.

TIM HORTONS - HISTORY

Founded in 1964 in Ontario, Tim Hortons Inc. is a Canadian multinational coffee and fast food company. Tim is the largest fast food chain in Canada. In 2014, Tim Hortons was acquired by 3G Capital and is now part of RBI (Restaurant Brands International) which is the third largest fast food subsidiary in the world. 3G Capital also owns the Burger King chain. With the saturation of the coffee market in Canada, the chain turned to internationalization as a strategy to continue their growth by opening subsidiaries in over 11 countries.

At the time of the chain's expansion, the United States was a high potential growth market for restaurant chains and Tim Hortons saw a great opportunity for growth. However, local coffee chains already had a majority of the market share, making it difficult for Tim Hortons to gain and maintain a foothold in the U.S. market. Despite the difficulties with the export of its offer in the United States, the chain was able to establish itself in many countries, from Latin America to Asia and now in Africa. Karine and her team are looking to identify the factors that could hinder Tim's establishment in North Africa and thus avoid repeating certain mistakes of the past.

FRANCHISING

Franchising is a type of strategic alliance and partnership where the franchisee focuses on production, distribution and sales activities while the franchisor is responsible for advertising, marketing and training. The team, under Karine's supervision, makes the marketing decisions.

COFFEE MARKET IN MOROCCO

Morocco is the second largest retail market for coffee in the Middle East and North Africa region, which makes it an ideal market for Tim Hortons. An attractive market means gaining a foothold in a popular market among the competition. High-end products such as roasted coffee have also gained popularity in recent years with Moroccan consumers, which is no secret to the Tim Hortons team. Tim's coffee beans are 100% Arabica, of superior quality and are roasted to create a richer, full-bodied coffee.

MANDATE

The Tim Hortons marketing team would like to call upon your team of consultants in order to succeed in their implementation in North Africa. Knowing that the brand is mainly based on the Canadian culture, Karine wonders how to adapt to the Moroccan culture. She also wonders about the brand's notoriety and how to make it known in this new market by reaching consumers. The team is open to hear your recommendations and suggestions to adapt the product offer to Morocco.

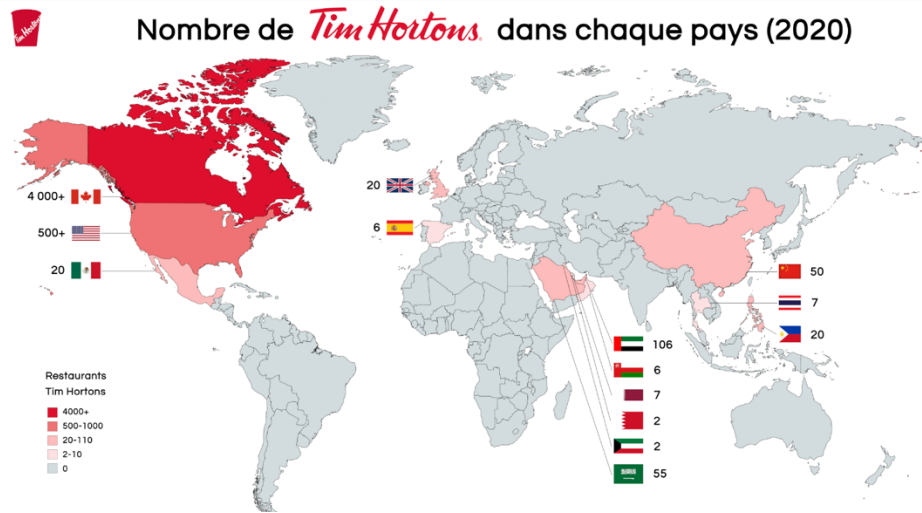
The team is open to your recommendations and suggestions in order to adapt the product offer to Morocco. We are therefore mandating you to develop a strategic marketing plan to pursue the internationalization of Tim Hortons in Morocco.

Game on !

ANNEXE :

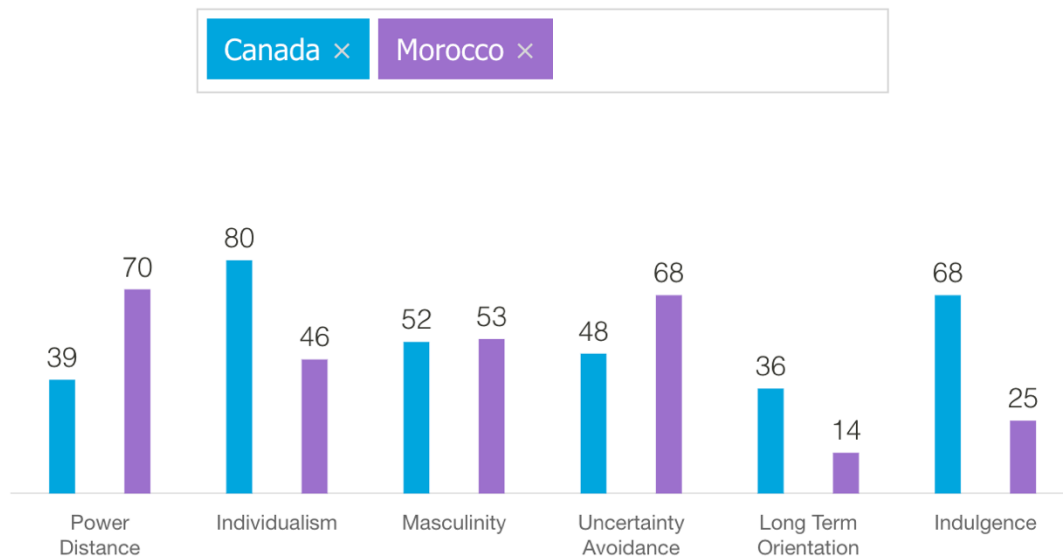
Carte des pays avec des Tim Hortons – Flytrippers. (2020). Récupéré le 29 novembre 2022, à partir de : <https://flytrippers.com/fr/carte-pays-tim-hortons/>

Carte des pays avec des Tim Hortons



Hofstede

Compare countries - Hofstede Insights. (2022). Récupéré le 29 novembre 2022, à partir de : <https://www.hofstede-insights.com/product/compare-countries/>



SOURCES :

Carte des pays avec des Tim Hortons – Flytrippers. (2020). Récupéré le 29 novembre 2022, à partir de : <https://flytrippers.com/fr/carte-pays-tim-hortons/>

Compare countries - Hofstede Insights. (2022). Récupéré le 29 novembre 2022, à partir de : <https://www.hofstede-insights.com/product/compare-countries/>

NDIONGUE, M. (2022). Perspectives du café au Maroc : les dépenses des ménages estimées à 13 MMDH en 2022. Récupéré le 29 novembre 2022, <https://maroc-diplomatique.net/perspectives-du-cafe-au-maroc-les-depenses/>

Tim Hortons. (2022). Récupéré le 29 novembre 2022, à partir de : <https://www.timhortons.com/>

Tim Hortons, la chaine canadienne de restaurants s'installe à Casablanca. (2022). Récupéré le 29 novembre 2022, à partir de : <https://www.bladi.net/tim-hortons-casablanca,97389.html>