

Tim Hortons Inc in Consumer Foodservice (Canada)

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Abstracts

Tim Hortons' strategy is continued expansion to fill the gaps between highways and strategic locations in urban areas. The company has increased its outlet network in traditional and non-traditional locations across Canada. The player continues to focus on menu innovation and new product developments to capture ever-changing consumer tastes and preferences within a highly developed and competitive Canadian marketplace. At the end of 2014, Tim Hortons Inc and Burger King merged into the world's...

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