

a. Target markets in the Tim Hortons Tim Hortons uses a merchandising strategy that leads to increased brand loyalty and therefore, repeat purchases processes by consumers. For Mitchell, Taylor, Brett, Sofia, and Stefano (2012), the target market of Tim Hortons to implement the market plan is, people ages between 15–65 years old from both gender male and female, people who live presently in healthy lifestyle or caring about living healthier. Tim Hortons reach this by application the promotions that concentrate on advertising specific products, collections, or by offering free product in the other purchase (Ford, 2019). For students, it is inexpensive and affordable and located in many colleges and university, so it is also very suitable for students.