

Proposal about an

Business



PROPOSAL ABOUT AN ARTICLE This article offers an insight into the factors that determine ease of merger between firms. Although motivational factors may be several, there are obvious challenges that would hamper the achievement of desired goals. In this article, Tim Hortons and Burger King are set to merger with the central objective of expanding market base, financial gain and brand superiority. It is evident that this arrangement is facing a critical obstacle from some organization behavior perspective. The article also indicates that the firms' merger and subsequent shift of operations in Canada would help it enjoy lower production cost through reduced tax hence more attractive balance sheet. However, organization culture of the two firms proves to be incompatible and will likely yield the greatest conflict of interest.

It has been an issue of public debate in respect of Burger King takeover of Tim Hortons in Canada for various reasons. The article explores the cost cutting strategies of Burger King which is possible in the United States. It is therefore portrayed as having a possibility of carrying this culture into Canada after merger with immediate layoffs which will result into unemployment and reflect on retrogressive economic consequences. The culture of Burger King is clearly conflicting the Canadian overwhelming spirit of team work and favorable social welfare of the employees as practiced by Tim Hortons. Burger King is known for gambling with diverse brands which is likely to conflict with Canadian based Tim Horton with a strong brand identity. It is therefore critical to note that the author of this article addresses reality of merging of firms in respect of cultural differences.

Reference

<https://assignbuster.com/proposal-about-an/>

Bruce Philp(2014) . Merging Tim Hortons' and Burger King's finances is easy.
Merging cultures is the hard part. CANADIAN BUSSINESS. Aug 25, 2014