



## Step 1: Develop the Road Map for your CAI

Step 1 of implementing your CAI is to develop your “Road Map” based on the results to be achieved and overall strategy as stated in your Post’s IBD Business Plan.

### 1.1 Results to achieve

First, determine what you want to achieve and how that will contribute to the results of your IBD Program, as in the following example:

#### Example Only

Results to be achieved in the IBD Program (from IBD Business Plan)	Results to be Achieved by CAI
<ul style="list-style-type: none"> <li>◆ “increased awareness of Canadian companies of business opportunities concerning frozen foods by introducing new agri-food exporters to this market”</li> </ul>	<ul style="list-style-type: none"> <li>◆ delivery of a TCS service</li> <li>◆ expansion or enhancement of client networks and relationships at post</li> <li>◆ more Canadian clients active in market</li> </ul>

The results should be articulated in such a way as to be able to assess the degree of success at the end of the initiative — this does not necessarily mean they must all be *quantitative*.

### 1.2 Segments to target

Next, define your target market segments. Your target market segments should be those companies which fall into the categories of Winners or Global Loners.

In fact, there are actually two types of “Winners”:

- ◆ those that are already active in your market, who can benefit from other TCS services, but may not be aware (for example, a client has requested key local contacts, but did not know you would provide face-to-face briefings, or even troubleshooting)
- ◆ those that are active in neighbouring markets, who can expand and diversify their markets by using the TCS services in your market.

#### Successful Practice Example:

One post identified its target segment as all companies

1. Active in the territory, using TCS Services.
2. Active in the territory, but **not** using TCS services, and
3. Not active in the territory, and interested in getting into the market.

Sixty companies met these criteria.