



The table below provides an example of identifying target market segments. Remember, your target segments should be those companies that have the **greatest likelihood of achieving the desired results and benefitting from the services of the TCS, given the Post's knowledge of opportunities in the market by sector :**

From IBD Business Plan		Potential Target Segments for CAI
Priority Sectors	Business Opportunities	
<ul style="list-style-type: none"> ◆ Agri-Food ◆ ICT, etc. 	<ul style="list-style-type: none"> ◆ Frozen food market is rapidly growing and there are opportunities for Canadian clients which have a competitive cost advantage in secondnd-level processing 	<ul style="list-style-type: none"> ◆ Winners already using TCS services in your market. Agri-Food companies already using some TCS services (e.g. troubleshooting) ◆ Winners using TCS services in other markets and <i>potentially interested</i> in your market (e.g. agri-food companies active in the neighbouring market which would be well positioned to exploit opportunities in your market) ◆ Global Loners: Agri-food companies in your market and/or neighbouring markets who do not use TCS services

Before you move on:

- ✓ Has each trade commissioner identified his/her target segments?
- ✓ Have you identified start, mid-term and evaluation dates for the project?