

## **TRANSPORTATION SELECTION CHECK LIST**

Information in the preceding sections has been designed to help you evaluate the transportation alternative best suited to your particular company's needs for shipping to markets in the Northeastern states and other parts of the United States. The following list of questions you should be asking yourself, your customers, and transportation suppliers will help you organize your U.S. transportation as simply as possible.

### **Questions For Your Customer**

- Is the customer willing to pay for freight and duty charges on top of the cost of the goods or does he want an all-inclusive delivered price quote?
- Does the customer prefer to arrange and pay for the transportation himself?
- How urgently (within how many days) is the shipment required?
- Is the customer willing to pay premium rates for urgent deliveries?
- Will the customer slightly increase or decrease the order size to fit standard shipping sizes such as pallets or containers, or allow you to take advantage of better rates in higher rate breaks, or to allow you to avoid paying minimum charges?
- Does the customer have space available in his own private fleet of trucks returning from having delivered his own products to customers in Atlantic Canada?
- Can the customer recommend a good transportation organization with which he is already doing substantial business and receiving discounts?
- Can the customer arrange consolidation of your shipment with various other shipments he is receiving from Atlantic Canada at a lower freight rate?
- Does your customer have (and wish to use) his own rail siding or is he located sufficiently near to a major airport to make air transportation viable?

### **Questions to Ask Yourself**

- Is a capable person within your firm responsible for paying regular attention to the export transportation and distribution function?
- Have you researched each movement to determine the most efficient methods of transportation, including investigation of new or innovative methods?