

costs (as opposed to simply comparing freight rates) and allow you to pick the transportation alternative which allows you to ship to markets in the Western U. S., Alaska and Hawaii most profitably. A checklist at the end of this report takes you through the transportation selection process by raising questions you should be asking yourself, your potential (or actual) customers in the Western United States, Alaska and Hawaii and transportation companies, from the closing of the sale to final delivery of the goods in order to arrive at the best transportation decision.