
V. Making the Decision on Transportation

While carriers and forwarders can provide convincing evidence of their ability and service, exporters should involve themselves in thorough and detailed internal planning of all the transportation factors involved in reaching the Mexican market. Carriers are an essential complement to this task, but the exporter must first establish a realistic target of service and then see if the carriers or forwarders can meet it.

Carriers and forwarders should be asked questions such as: what are your customs procedures at the U.S./Mexico border; who is your Mexican interchange partner and how extensive is its Mexican network; what are the transit times; what equipment is available; what are the language requirements on documentation and who takes care of it (Spanish is required in many instances); who are the company contacts; and can you provide references from other shippers.

(a) Transportation Selection Check List

The following list of questions is designed to help exporters assess their transportation needs and make informed transportation decisions:

Questions for the Mexican customer:

- Does the customer want an all-inclusive delivered price quote or does he wish to pay for freight and duty charges on top of the cost of the goods?
- Does the customer prefer to arrange and pay for the transportation?
- How urgently (within how many days) is the shipment required?
- Will the customer slightly increase or decrease the order size to fit standard shipping sizes such as pallets or containers?
- Does the customer have space available in a private fleet of trucks returning from deliveries of products in Canada?
- Can the customer recommend a good transportation organisation with which it is already doing substantial business and receiving excellent service and competitive prices?