

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 Southern United States. The following list of questions you should be asking of your Southern U.S. customers, yourself, and transportation companies will help you organize your transportation as simply as possible.

Questions For Your Customers

- 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?
- 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 his own private fleet of trucks returning from having delivered his own products to his customers in Ontario and Quebec?
- Can the customer recommend a good transportation organization with which he is already doing substantial business and receiving discounts?
- Does your customer have his own rail siding or is he located near an airport?

Questions to Ask Yourself

- Have you checked with all your production departments or sales people to see if there are several shipments going to the same city (or points nearby) which can be consolidated into a larger load?
- Is there another nearby company that might be interested in pooling shipments with you to get a better rate?
- Have you prepared an accurate description of your goods so that they may be properly classified by carriers?
- Is your product susceptible to damage and does it require special packaging or crating and insurance for a long distance haul?
- Can your product be knocked down and packaged as compactly as possible?
- If you have your own fleet of trucks, can you spare one for four or five days for the long haul and will you be able to arrange a return load?

- Is your own fleet of trucks available to haul the goods short distances to carriers' local or American border terminals?
- If you are thinking of using your own fleet have you worked out a "per mile" truck operating cost to compare to rates charged by carriers and intermediaries?
- Is your plant equipped with a rail siding or located near an airport?
- If you are unsure as to which transportation organizations are best for you, have you checked with colleagues in your industry or with transportation consultants in the Governments of Quebec or Ontario?
- Do your sales forecasts allow you to offer carriers large and regular volumes over time in return for lower rates?
- Can you prepare all of the necessary export documentation yourself or would you feel more comfortable having an intermediary do it on your behalf for a small fee?
- Having answered all of these questions, which transportation alternative is best for you and which kind of transportation companies should you be calling upon?

Questions For or About Carriers and Intermediaries

- Is there more than one company offering service on a particular route or between city pairs and, if not, are alternate routings and carriers available?
- Have you sought out carriers who would normally return to the Southern U.S. empty and who are willing to offer attractive rates on backhauls?
- Does the carrier have legally licensed operating authority to haul goods on the route?
- Is the company well established (i.e., does it have a track record)?
- Does the transportation company offer:
 - through rates and bills of lading?
 - proper equipment on demand?
 - computerized shipment tracing?
 - a guaranteed delivery schedule?
 - sufficient insurance coverage (liability)?
 - discount plans?
 - customs brokerage and export documentation services?
 - other unique services?
- Will the goods be shipped directly from origin to destination by the same carrier, or if not, how many (and which) carriers will be involved?
- If several carriers are to be involved, who has final responsibility (liability) for the safe delivery of the goods?