

equivalent quantity in many small shipments.

Making well-planned use of warehousing in one or more major western U.S. centres can also serve as a valuable marketing tool through improvements in customer service that can be brought about through the shortening of delivery times, and by avoiding or reducing out-of-stock situations. Customers will also appreciate the reduction in their own storage requirements and inventory carrying costs made possible by quick order processing and delivery by the shipper's warehouse/distribution centre. **Your company can gain an enhanced reputation, when customers begin to recognize it as a quick, reliable and cost-competitive supplier.**

Warehousing rates are based on storage, handling, and clerical charges. As is the case with transportation modes, rates are negotiable and vary with commodities stored, type of storage and other services required.

Another way in which you can achieve savings in the costs of shipping into western U.S. markets is through local warehousing in your own city. Generally speaking, provided you have the space available, it is cheapest to store goods under your roof and you would only use public warehousing when your own building is filled to capacity. However, certain public warehousemen offer consolidation and transportation/forwarder services which may yield significant benefits for the small but regular exporter. Once you have reported a confirmed sale to your warehouseman offering transport/forwarder services, he will pool your small shipment with that of other exporters having made sales to the same market area and hopefully offer you an attractive consolidation rate as discussed in the section of this report dealing with freight forwarders. Again any savings in line-haul freight and local cartage costs must be evaluated against warehousing and inventory costs.

Sources of further information on warehousing and related physical distribution matters are provided in Section VII. More information on the use of local public warehousing is available by contacting freight forwarders or warehousemen listed in the yellow pages of your telephone directory or the public warehouses listed on pages 57 and 58 of this report.