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- 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 in Canada?
 - Can the customer recommend a good transportation organisation with which he is already doing substantial business and receiving discounts?
 - Does the customer have his own rail siding or is he located near an airport?

Questions exporters should ask themselves:

- Have you checked with all your production departments and sales people to see if there are several shipments going to Mexico which can be consolidated into a larger load?
- Is there a nearby company that might be interested in pooling shipments with you to get a better rate?
- Do your sales forecasts allow you to offer carriers large and regular volumes over time in return for lower rates?
- 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?
- Is your plant equipped with a rail siding or located near an airport?
- If you are unsure as to which mode of transportation to use, have you checked with colleagues in your industry or with transportation consultants in the federal and provincial governments?