

Abstract

Research recently has compared the performance of Canadian suppliers to the performance of their U. S. counterparts. According to several of these studies, Canadian suppliers perform at a level below that of U.S. suppliers in some areas, including customer and supplier interfaces, warehousing, transportation, and materials planning. These studies have indicated the need for Canadian suppliers to close a measurable gap between the abilities of Canadian suppliers and the abilities of U. S. suppliers to develop long term relationships and strategic alliances with buying firms. This study surveyed the customers of 22 Canadian and 19 U.S. firms. The 484 responses indicated that the perceptions of customers significantly differ for Canadian and U.S. firms on a number of performance criteria. Ways firms might change customers perceptions are discussed.