

# LOGISTICS AND DISTRIBUTION STRATEGY

## *Shipping*

Which of the following are most important to your shipping decision:

- speed
- cost
- security
- simplicity
- special handling
- other

Given the location of your target market, how do you propose to deliver the goods:

- truck
- rail
- air
- sea
- a combination of the above

Will you need to track the goods? If so, how well developed is the carrier's tracking system?

How can risks of spoilage, loss, theft or delay be minimized? Will insurance cover these risks? Will the use of specialized transport minimize these risks?

## *Delivery*

Are the facilities at the port of entry adequate to handle the shipment?

What customs procedures apply to the entry of the goods?

Who will receive the goods and arrange for Customs clearance?

Who will transfer the goods to the carrier in the target market?

If storage facilities are needed in the target market, who will be responsible for getting the goods to the facility?

How will the goods reach their final destination?

Source: Export Market Access Tool, Latin America and Caribbean Trade Division, Department of Foreign Affairs and International Trade