

- Manufacturers should be prepared to handle the question of freight in a variety of ways although, in our opinion, it is always better to quote fully delivered prices.
- Freight costs can be minimized provided some effort is put into investigation.

It is our opinion that a market strategy of this kind, if followed carefully, will result in sales. The level of sales will of course be determined by the marketing effort provided by the distributor or selling organization in the market area. After talking to a considerable number of selling organizations, we are convinced that there are more effective marketing alternatives available, if consistent sales are to be achieved.

#### Canadian Representation in the Marketplace:

Considering the relatively low volume of business claimed by the majority of California distributors, the most viable concept could be for Canadian manufacturers to consider, either individually or collectively, establishing a suitable marketing office in the market area. Such an office could perform the function of regional distributor. The office could also act as technical advisor and operating link between the plant in Canada and the market in California. Where individual action is not practical, it may be feasible for four or five companies, whose products are complimentary, to form a consortium to market their products jointly. We feel this method