

- Identify the most cost-effective means of transportation to the market.
- First consideration should be on border states where exporters may be most familiar with the market and transportation costs are lowest. Caution should be taken in the major metropolitan areas where competition is strongest and the capacity to meet high volumes may be necessary.
- Select appropriate broker or wholesaler in the geographic market. It can be important to select one broker and develop a good working relationship rather than having five or six brokers with whom there is no rapport.
- Contacts require nurturing, visits are essential, but expensive. Each visit should be well planned with clear objectives.