

period in which the net amount of the invoice is due. In order to be competitive in the U.S. Marketplace, the Canadian exporter should keep abreast of what his U.S. competition is offering and react accordingly.

i. Freight Costs

There were numerous comments by the Northwestern U.S. retailers on the high cost of freight from their U.S. sources. Several mentioned freight costs which approached 20% of the total cost. Obviously, the cost of freight is a significant item of total cost and the retailers are concerned about it. The Canadian manufacturer should make every effort to capitalize on any freight cost advantage in presentations to U.S. customers. This could include consolidating shipments between manufacturers from the same general shipping area when full truck loads are not feasible.

B. Canadian Manufacturers--Strengths and Weaknesses

Canadian manufacturers can deal with the U.S. market from a point of strength in some areas. In other areas, improvement is needed to be successful in increasing their penetration of the U.S. marketplace.