



NTL/QCD/DA\_Opprtunity/01  
Rev. No. 03  
Effective date: 30/11/2021

NATIONAL TUBES LIMITED

## **Data Analysis to address opportunity**

**Date : 27/09/2022**

Data type : Annual Addressed Opportunities Status  
Data Analysis method : Qualitative data analysis method  
Reporting Way : Number of Effective Addressed Opportunities by the organization.  
Frequency : Annual.

<b>Opportunity Assessment no.</b>	<b>Description of opportunity</b>	<b>Assessment of opportunity</b>	<b>Actions taken to utilize the opportunity</b>	<b>Effective</b>	<b>Not effective</b>
1. Increment of sales into Gas & Oil Sectors	Penetration more in Gas & Oil Sector in Bangladesh due to new gas & oil Connection organized by the Government of Bangladesh	Details given in form MR-03 (OAM) OAM No-01. (Commerce)	<ol style="list-style-type: none"> <li>1. A committee is formed for boost marketing.</li> <li>2. Email marketing is going on in different company regarding oil &amp; Gas Sectors.</li> <li>3. Facebook marketing is going on.</li> <li>4. Leaflet, sticker and others handbill are distributing for mass people acknowledgement.</li> <li>5. After Specific Interval, demand collection as well as necessary updates are taken from all company regarding oil &amp; Gas Sectors.</li> </ol>	X	



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2. Increment of sales into Existing Sectors including Sugar Mills, WASA & Other (Despite Oil & Gas)	Penetration more in Existing Sectors including Sugar Mills, WASA & Other in Bangladesh	Details given in form MR-03 (OAM) OAM No-02 (Commerce)	<ol style="list-style-type: none"> <li>1. Marketing in TV Channel to let people know about our Steel pipes are appropriate to using in Sugar Mills.</li> <li>2. Email marketing is going on in different Sugar Mill with the proper message.</li> <li>3. Motivational letter have been sending in different Sugar Mills.</li> <li>4. Facebook marketing is going on.</li> <li>5. Leaflet, sticker and others handbill are distributing for mass people acknowledgement.</li> <li>6. A committee is formed for boost marketing.</li> </ol>	X	
3. Increment of sales into Private Sectors	Penetration more in Private company in Bangladesh	Details given in form MR-03 (OAM) OAM No-03 (Commerce)	<ol style="list-style-type: none"> <li>1. Marketing in TV Channel to let people know about our Steel pipes are appropriate to use in Steel Structural and Development activities.</li> <li>2. Email marketing is going on in different Private manufacturers and organizations.</li> <li>3. Facebook marketing is going on.</li> <li>4. Leaflet, sticker and others handbill are distributing for mass people acknowledgement.</li> <li>5. A committee is formed for boost marketing.</li> </ol>	X	
4. Procurement of new Automatic Marking unit	New Automatic Marking unit for Improvement quality of Marking	Details given in form MR-03 (OAM) OAM No-01 (Production)	<ol style="list-style-type: none"> <li>1. Necessary approval at different Stages.</li> <li>2. Procure the machine by open tendering method.</li> <li>3. Installation, Trial, Run, Training etc.</li> <li>4. Regular Marking</li> </ol>	X	




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5. Procurement of new Eddy Current testing unit	new Eddy Current testing unit Installation to ensure the quality of pipe	Details given in form MR-03 (OAM) OAM No-02 (Maintenance & Quality)	1. Approval at various stage 2. Procure the machine by open tendering method. 3. Machine Installation. 4. Trial, Run, Training & calibration 5. Regular testing & Standardization.		X
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Total No. of actions taken to address opportunity: 05  
No. of effective actions to address opportunity: 04  
No. of non-effective actions to address opportunity: 01  
Effectiveness of action to address opportunity: 80%

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Date: 27-09-2022

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Date: 27-09-2022