



UTTARA NEWS

UTTARA
MOTORS
LTD

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NEW SUZUKI FROM INDONESIA

Mr. Masahiro Takeuchi from Suzuki Motor Corporation (JAPAN), visited Dhaka during 8-11 May, 1991 in connection with marketing SUZUKI vehicles from M/S. INDOMOBIL of Indonesia. Mr. Takeuchi had threadbare discussion with the top management of UTTARA MOTORS LTD. who are exclusive distributor of SUZUKI-vehicles in Bangladesh. On the approach of M/S. KHANSONS LTD., a local reputed company. Mr. Takeuchi, requested Uttara Motors to allow Khansons to Market Indonesian SUZUKI



L to R: Mr. Masahiro Takeuchi, Director, Uttara Motors Ltd. Mr. Takeuchi of Suzuki Motor Corporation & Mr. Emdad Hossain, Director, Operation Uttara Motors Ltd.

vehicles in Bangladesh under certain terms and conditions. Considering long mutual understanding, Uttara Motors welcomed the proposal. In this context, a Memorandum Of Understanding (MOU) will be signed among Indomobil, Uttara Motors Ltd. and Khansons Ltd.

CYCLONE OF APRIL (1991)

An unprecedented Cyclone with a speed of 200 k.m. to 225 k.m. along with tidal surge suddenly hit the coastal belt of Bangladesh on the night of 29 April, 1991. In this cyclone colossal damages occurred to life and property in that area and the entire population of the country was in a national catastrophe. People from all walks of life in Bangladesh and the new popular democratic government together came for immediate rescue, relief and rehabilitation. We may mention that the international community also responded immediately, with massive scale of aid for rescue, relief and rehabilitation at the call of the present government. The management of Uttara Motors also responded with equal urgency to the need of the hour and participated directly in relief operations.

Tips to impress a customers

1. Give each customer an inexpensive flower as he or she leaves your place of business.
2. Leave a small dish of candy on your public counter.
3. Walk your customer to the door.
4. Present your customers with a come back coupon after they purchase something from you.
5. Share a personal story or anecdote during conversation.
6. Invite your customers to call you after the sale in the event they have questions or need assistance.
7. Present your customer with a service survey form to be sent back to you.
8. Never let customers wait for more than ten seconds— or, at the very least, let them know when you'll be available.
9. Ask if there's anything else you can do for your customer after you've answered a question or completed a transaction.
10. Offer simple refreshments to your customer.
11. Share a newspaper or magazine clipping that might interest your customer.
12. Follow up a customer's visit with a note or card.
13. Hold open the door for your customer.
14. Give a 'progress report' on the development of new merchandise to your customer.
15. Offer to find a product, service or information that the customer needs.
16. Recommend a product or service that might meet your customer's needs.
17. Offer to carry packages for your customer.
18. Leave a 'welcome' sign on your desk or door.
19. Sit or stand next to a customer instead of behind a desk, counter or other barrier.
20. Open a car door for your customer.
21. Give your customer a 60-second 'tour' of the department, office or shop.
22. Call the customer by name.
23. If you know a customer reasonably well, inquire about his/her personal interests or about the health of children or grand children.
24. Remember that your customer is the boss.
25. Smile.

A new Technology from U.S.A. For Modern Re-treading Tyre.



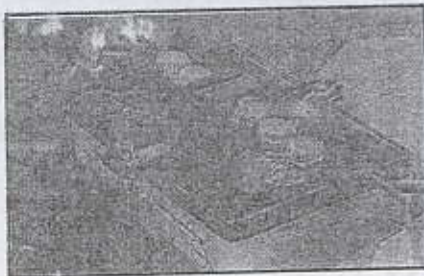
Uttara Group of Companies has undertaken a new industrial venture "UTTARA TYRE RETREADING CO. LIMITED" at Tongi, Gazipur. The work is designed to retread tyres of different vehicles of different sizes on and off the road like TRUCKS, LIGHT TRUCKS, BUSES, MINIBUSES, PASSENGER CARS, etc. The shop has been set up under a franchise agreement with BANDAG INCORPORATED, USA. Retreading of tyres will be done using patented revolutionary 'COLD PROCESS' of BANDAG, USA to give the same milage as a new tyre would give.

Budget Year 1991-92 at a glance
Mr. Saifur Rahman, Finance Minister of the Newly Elected Government
Announced National Budget for Fiscal Year 1991-92
(New Budgetary implications on Automobiles are as follows)

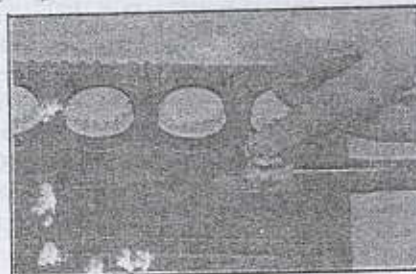
New impositions 1991-92			New impositions 1991-92		
Vehicles Type	Duty	VAT	Vehicles Type	Duty	VAT
CBU Car upto 850 cc	60%	15%	CKD Car upto 850 cc	30%	15%
CBU Car upto 1000 cc	100%	15%	CKD Car upto 1000 cc	60%	15%
CBU Car upto 1300 cc	175%	15%	CKD Car upto 1300 cc	100%	15%
CBU Car above 1300 cc	—	—	CKD Four wheel drive vehicle upto 2000 cc(Diesel)	60%	15%
CBU Four Wheel Drive vehicle upto 2000 cc(Diesel)	100%	15%	CKD Four wheel drive vehicle upto 2000 cc(Petrol)	20%	15%
CBU Four wheel Drive vehicle upto 2000 cc(Petrol)	40%	15%	CKD Four wheel drive vehicle above 2000 cc(Diesel)	100%	15%
CBU Four wheel Drive vehicle above 2000 cc(Diesel)	200%	15%	CKD Four wheel drive vehicle above 2000 cc(Petrol)	30%	15%
CBU Four wheel drive vehicle above 2000 cc(Petrol)	75%	15%	CKD Pickup upto 2000 cc(Diesel)	60%	15%
CBU Pick-up upto 2000 cc(Diesel)	100%	15%	CKD Pickup upto 2000 cc(Petrol)	20%	15%
CBU Pick-up upto 2000 cc(Petrol)	30%	15%	CKD Pickup above 2000 cc(Diesel)	100%	15%
CBU Pick-up above 2000 cc(Diesel)	200%	15%	CKD Pickup above 2000 cc(Petrol)	30%	15%
CBU Pick-up above 2000 cc(Petrol)	40%	15%	CKD Microbus 9-seater including driver (Gear with steering wheel) 8-seater including driver (Gear planted on floor) upto 2000 cc (Diesel)	100%	15%
CBU Microbus 9-seater including driver (Gear with steering wheel) and 8-seater including driver (Gear planted on floor) upto 2000 cc (Diesel)	100%	15%	CKD -do- upto 2000 cc(Petrol)	40%	15%
CBU -do- upto 2000 cc(Petrol)	40%	15%	CKD -do- above 2000 cc(Diesel)	200%	15%
CBU -do- above 2000 cc(Diesel)	200%	15%	CKD -do- above 2000 cc(Petrol)	60%	15%
CBU -do- above 2000 cc(Petrol)	60%	15%	Others (Diesel operated)	100%	15%
Others (Diesel operated)	100%	15%	Others (Petrol operated)	60%	15%
Others (Petrol operated)	60%	15%	CKD Bus & Minibus (Diesel)	20%	15%
Bus & Minibus CBU/SKD (Petrol)	30%	15%	CKD Bus & Minibus (Petrol)	15%	15%
Bus & Minibus CBU/SKD (Diesel)	60%	15%	CKD 3-wheelers	40%	15%
Three wheelers CBU	60%	15%	CKD Trucks (Petrol)	15%	15%
CBU Trucks (Petrol)	30%	15%	CKD Trucks (Diesel)	20%	15%
CBU Trucks (Diesel)	60%	15%	CKD Motorcycles	20%	15%
CBU Refar Van	20%	15%			
CBU Motorcycle	60%	15%			

Moreover supplementary tax (15%) is newly imposed on few types of vehicles in complete built up condition.

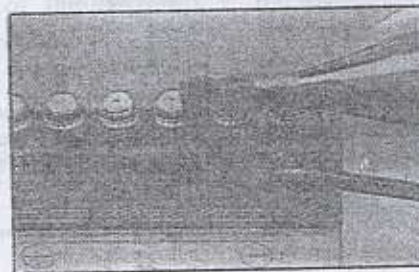
Hints on the care of your Battery



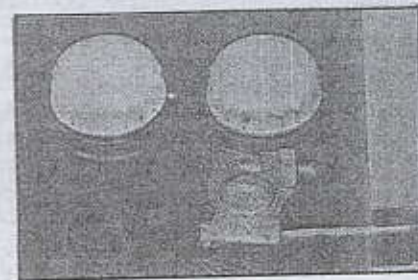
1-
A loosely held battery vibrates and bounces causing damage to the container and plates. THE BATTERY SHOULD BE FIRMLY SECURED DOWN IN THE CRADLE. ENSURE THAT THE CABLE CLAMPS FIT TIGHTLY AND PROPERLY ON TO THE TERMINALS. DO NOT HAMMER DOWN CLAMPS ONTO TERMINALS.



2-
Terminal corrosion, dirt and moisture cause loss of power and make the battery weak. THE TOP OF THE BATTERY MUST BE KEPT CLEAN AND DRY. VASELINE SHOULD BE APPLIED TO CABLE CLAMPS AND TERMINALS. NEVER APPLY GREASE.



3-
The cells lose water during use and excessive loss can damage the plates. The electrolyte level must be above the top of the separators. TOP UP ONLY WITH DISTILLED WATER. MAINTAINING THE LEVEL AT THE BOTTOM OF THE FILLING HOLE OR CORRESPONDING TO THE MAXIMUM LINE. NEVER ADD ACID.



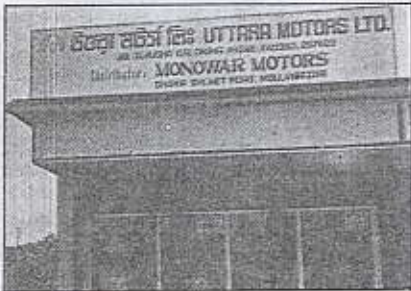
4-
Splashing of electrolyte could cause current leakage. KEEP THE VENT PLUGS TIGHTLY CLOSED.

5-
A faulty electrical system will immediately damage the battery. GET YOUR FAN BELT, WIRING, DYNAMO AND REGULATOR SETTING REGULARLY CHECKED. GET YOUR BATTERY SERVICED REGULARLY, ONCE A MONTH FROM YOUR NEAREST AUTHORISED SERVICE DEALER.



Sales Promotional Tours

While visiting Sylhet Branch, Mr. Habibur Rahman Chowdhury, Director Technical of Uttara Motors paid visits to dealers in Sunamgonj & Moulavibazar on 27.6.91. He discussed with the



dealers about local marketing prospects. At the request of dealers, the Director Technical assured them of all out co-operation & assistance in promotion of sales in their respective areas. As already committed, Mr. H.R. Chowdhury supplied them plastic signboards for installation as compliments.



Our product of
the quarter



SUZUKI ALTO

All around comfort and visibility
800 C.C., 4-stroke cylinder, water
cooled engine.

Seating capacity 4 persons
Fitted with easy tilt steering efficient
heating/ventilation system.

Multifunctional levers molded
air-dram front bumper
Front seat head restraints-Heated
rear window

Old, reconditioned Vehicles pose street hazards

The influx of reconditioned cars without technical viability in the metropolis and dominance of old public transports have posed a threat to street safety in recent time. Since there is no measure for quality control some traders are easily importing technically faulty reconditioned cars which have a good market in the country for their cheaper prices. But the influx of old cars has increased the number of accidents, knowledgeable sources said. They said some traders with profiteering motive are importing those vehicles without considering the principle of street safety.

A motor vehicle expert said all over the world the vehicles have a fixed longevity. The period of use or mileage covered by the vehicle determines the life-span of the vehicle. In Bangladesh there are vehicles operating for more than 30 or 40 years, he said, adding that this type of vehicles are considered accident prone and risky in the developed countries. He suggested that the longevity of motor vehicles should also be fixed up in the country keeping in view the socio-economic condition. He said restrictions should be imposed on the movement of defective old type vehicles.

It was gathered that the Bangladesh Road Transport Authority (BRTA) which issues the fitness certificate to vehicles has no equipment to examine the fitness of vehicles. As a result defective vehicles get certificates ply on the roads and cause accidents.

An expert opined that the authority of issuing fitness certificate should be given to a single organisation. The Bangladesh University of Engineering and Technology (BUET), environment department and the registration authority can jointly accomplish the task, he said.

Another expert said gradual devaluation of taka and high taxation have made it difficult for the people to buy a new car. He said the import duty on motor vehicles should be rationalised so that intending buyers feel encouraged to procure new vehicles instead of old and defective ones. Date 17.7.91. [to be Continued]

The Bangladesh Times

Delegation from China

Eagle Auto Industries Ltd., an associate of China National Machinery and Equipment Import & Export Corporation invited Mr. Ho Mincheng, Deputy Manager Economy, and Mr. Lin Freseian, Assistant Director. Jiangxi Two-wheel Tractor Factory, and Mr. Bao Heng of Tinjiang Power Machine Works to Dhaka. They visited Bangladesh on 29th May, 1991. They were here to draft a Technical collaboration agreement with Bangladesh Machine Tool Factory (BMTF) Ltd under the auspices of Bangladesh Steel and Engineering Corporation (BSEC).



After several rounds of fruitful discussions with the Chairman and Directors of BSEC and Managing Director of BMTF a Technical Collaboration agreement was finalised and signed. The delegation left for China via Bangkok on 9th June.

Service Clinics



In their desire to promote new markets for UML's products the Manager of Khulna & Bogra requested the service department to organize service clinics in both the places. This would also help create buyers' confidence in the products. In quick response the service-department of Uttara Motors organised two service clinics on 23rd to 25th March & 14th to 15th April in both the places where they rendered complimentary practical services to owners of Maruti vehicles and Bajaj Chetak/KB-Motorcycles. The response to such clinics was reasonable from the vehicle-owners from both Khulna & Bogra. The Management of UML shall organise more such clinics in future.

New Venture

The management of Uttara Group Ltd. decided to set-up a 100% export oriented Garment industry. To this effect they approached their associates C. ITOH & CO. LTD. (JAPAN) for extending their co-operations. Accordingly while Mr. Tazaki, DGM of C. ITOH Textile Department was in Dhaka, there was detailed discussion on the subject alongwith Mr. Mizukawa and Mr. Hironaka, General Manager and Manager respectively of C. ITOH (DHAKA). Finally C. ITOH agreed to help Uttara Group to set-up this new export venture by supplying the Mechineries on soft-term deferred-payment-basis at competitive prices.

A farewell lunch was arranged by Uttara Group management in honour of Mr. Tazaki at Bithika restaurant Hotel Sheraton, Dhaka where all Directors of Uttara Group and personnels of C. ITOH were present.

CRASH PROGRAM TO REHABILITATE CYCLONE HIT STAFF/WORKERS

The assembly-plant of Menoka Motors Ltd. being situated in Chittagong was not left unaffected by cyclone of April, 1991.

Compared to the damages caused to the factory itself, the staff & workers of the factory suffered more severely.

The management of Menoka Motors was concerned about the situation and visited individual house of staff and workers to ascertain the losses caused to them. The management took-up a crash programme to rehabilitate the affected staff and workers and allowed them grants and soft-loans and special leave to enable them to reconstruct their shattered houses.

The overseas associates and friends of Menoka Motors and Uttara Motors like BAJAJ AUTO LTD., MARUTI UDYOG LTD., MAHINDRA & MAHINDRA LTD. from India and C. ITOH & CO. LTD., SUZUKI MOTOR CORPORATION AND ISUZU MOTORS LTD. of Japan expressed their deep concern about the devastating cyclone.

C. ITOH'S GM OF SE-ASIA REGION IN DHAKA

Mr. SHIGEO KOZIMA, General Manager of C. ITOH & CO. LTD. (Japan) based in Delhi, paid a visit to Dhaka on 27th April '91 to observe market situation and to meet friends in BANGLADESH.

Mr. K.I. Hossain, Director Operations of Uttara Motors Ltd., hosted a lunch in his honour at Hotel Sheraton, Dhaka where there was discussion about bilateral matters, in which Director of Uttara Motors got opportunity to apprise Mr. KOZIMA of the prevailing market response in Bangladesh for Japanese products. Mr. Kozima also assured Uttara Motors of all co-operation for promoting bilateral relations in the days to come.

NEW DIRECTOR



Mr. Taswirul Mohsin, a chemical engineer was inducted in Uttara Group of Companies as one of the Directors with effect from May 1991. Mr. Mohsin, a career-engineer was assigned to various responsibilities at home & abroad for 24 years since his graduation in chemical engineering in 1967 from Bangladesh University of Engineering & Technology, Dhaka. During his long professional career Mr. Taswirul Mohsin was Chief Engineer of Glaxo Bangladesh Ltd., Chittagong for about 6-years, he worked at the TSP fertilizer complex for 9-years and various other organisations in Bangladesh. On two separate assignments Mr. Mohsin also worked for about 6-years as an engineer & expert in a phosphate plant & a fertilizer project in Iraq.

Assistance to Zahir's Family



Mr. Kazi Motiur Rahman, G.M. Uttara Motors is handing over money to the wife of deceased.

The management deeply Condolled the death of Zahir Ahmed, an old & experienced employee of Uttara Motors & helped the deceased family with certain amount of money.

The money was handed over to the wife of Late Zahir Ahmed by the General Manager Mr. Quazi Motiur Rahman, Mr. A.K.M. Asmat Ali, Factory Manager, was also present on the occasion.

The Bangkok Meet

In the event of a Trade Fair in BANGKOK participated by Sichuan Machinery Import & Export Corporation Mr. Chen Xin and Mr. Liao of the Corporation, invited Managing Director and Director Operations of the Uttara Motors Ltd. They accordingly visited the fair between 2-4 April '91 where they discussed with their Chinese counterpart the setting up of a Diesel Engine Assembly Plant in Bogra, as well as marketing policy of Chinese Diesel Engine in Bangladesh during the current fiscal year 1991-92. Both parties mutually signed a Memorandum of Understanding (MOU).

DEAR PATRONS
YOUR SUGGESTIONS,
VALUED COMMENTS &
COMPLAINTS ARE INVITED TO
ENRICH OUR PUBLICATIONS

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