# ACTION TESA

## The Action Group, one of India’s largest business conglomerates, was established in the early 1970s under the guidance of Shri N. K. Aggarwal, a respected leader, visionary, and philanthropist.

# VISION

## We want to be professionally managed, technology oriented company run by motivated individuals adhering to fair business practices to achieve a common goal of employees, customer, shareholders & society delight.

# MISSION

## Delight the customer through excellent product quality & competitive cost.

## Create safe and participative working environment amongst the company employees to enhance their potential.

## To conserve natural resources and maintain pollution free & clean environment in the company.

## Achieve better lifestyle of our employees, suppliers, vendors and all those who are directly or indirectly connected with our company functions.

## Action Tesa Core Value

## 1 Integrity

# QUALITY

## We commit over selves to satisfy our customer by manufacturing products synonymous with Quality, Reliability and total dedication of all members to achieve the goal.

## We will adopt continual Improvement philosophy in Products and also work towards energy conservation, environment protection & Safety.

# PRODUCTS

## MDF Board (Plain Board, Prelem Board)

## Particle Board (Plain Board, Prelam Board)

## HDHMR Board (Plain Board, Prelam Board)

## HDHMR Door (Plain Door, Prelam Door)

## HDF Lamination Flooring (Normal Flooring, Value added flooring)

## High Gloss UV Board

## High Gloss Acrylic Board

## Embossed HDF Board

## Door Skin

# Management Process

## Planning

## Organizing

## Directing

## Controlling

## Project Management Process

## Design

## Develop

## Analyze

## Evaluate

# Research Process

## Identify the Problem

## Review

## Choosing the study Design

## Decide on Simple Design

## Data Collection

## Processing and Analyzing data

## Creating the Reports

## Market Testing

## commercialization

# Cycle of Continuous Improvement

## Plan

### What do we need to learn?

### What do we want to Accomplish?

## Do

### Based on learning what specific action should people do

### What do we expect to see and hear?

## Study

### What are we mesauring and monitoring?

### Are you making Progress?

### What need to be adjusted?

## ACT

### What Strategies should we continue to use or refine?

### What should we do to improve our learning?

# Client

## COMMIT

## INFORM

## COMMUNICATE

# My Idea

## Create Engaging Content

## Research my Audience

## Develop a strategy plan

## Track meaningful metrics