



ADROIT

— ADVANCED SECURITY —

SECURITY

BUSINESS
PROFILE



INTRODUCTION

ADROIT ADVANCED SECURITY (PTY) LTD was established in 2016 by the Director: Mr LP Radebe is the Director of the company with 100% shareholdings. He is a former **SANDF** member under special combat units, is a qualified close protection officer Tier 1, he is currently full-time involved with the company as a **Director** and active **Operator**. The company plans to operate in South Africa as a whole. The company will deliver service excellence when it comes to physical guarding, armed reaction, security risk assessments, Forensic investigations, Bodyguards and Training.

Our **Motto** is "**Si vic pacem, para bellum**" which is a Latin phrase that translates to "If you want peace prepare for war" we believe that being well prepared for conflict is essential in order to deter potential adversaries and maintain peace, our emphasis is on the importance of strength, readiness and preparedness as a means of preventing a conflict.

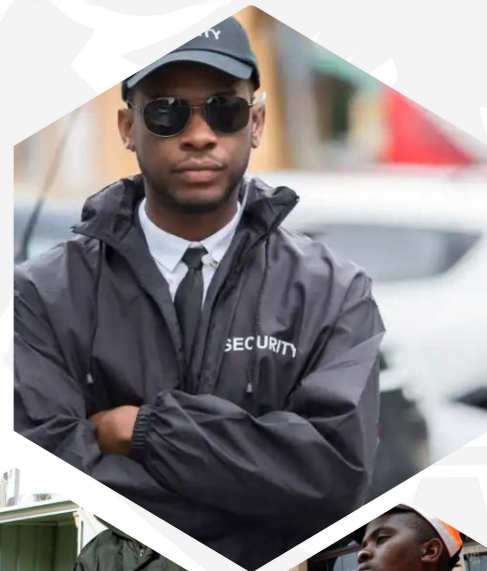
Our motto underscores the notion that being well equipped and ready to defend oneself serves as a deterrent and potentially avoid or confront any threat that may arise.

OUR VISION

To be the leader in the field of security service in South Africa and beyond.

OUR MISSION

- To render higher security and safety of the competitive industry.
- To insure safety and protection to public and business communities.
- To provide excellent service to our clients
- To encourage community participation in combating crime in South Africa.
- Enhancing ever changing fast paced world in attaining success
- To safeguard and protection of premises



OBJECTIVES

To transfer skills by employing youth, women and people with disability

- Employment of highly trained and disciplined employees
- To be a highly regarded service provider that has the confidence of the business clients, public and of other stakeholders
- To influence policy and strategic decision-making in order to better protect business and government infrastructure
- To provide an efficient and effective company that delivers the highest quality of service and value for money

BUSINESS VALUES

Excellence

We shall contribute towards the upliftment of the standard of living of its people through job creation and business by engaging social development of the youth of the country.

Respect

In meeting our customers needs everything we do will be ethical and of unquestionable quality by helping and restoring the broken families.

Value for Money

We will constantly strive reconsider our costs in order to offer services of the highest quality at a reasonable price.

Honesty

The company's business stakeholder will earn their dignity and respect at all times. It strives to become an innovative, creative, consulting organization and therefore the stakeholders will always feel free to make suggestions and to offer constructive criticism.

OUR SERVICES

- Guarding of business premises
- Armed Security
- Risk Assessment
- Body guarding
- Alarms
- Private Investigation
- TSCM
- CCTV and installation



PATROLS AND COMMUNICATION

- ADROIT ADVANCED SECURITY (PTY) LTD will carry out frequent but random security patrols of the site.
- Particular attention will be paid to all external windows, car parking and other sensitive areas.
- All security guards will be provided with the appropriate equipment required for the job
- The guards will report immediately to the Risk Manager the following: Any observed abnormalities or physical interference to the building and doors
- Any damage to the property i.e. graffiti, damage to visitors' vehicles
- Any obvious water, steam, gas, oil, electrical, medical gas breakdowns and any other
 - OHS hazards while doing their perimeter patrols and walkabouts on the premises
 - Any presence of journalists or press which may include records being taken in any form (video footage, photo's, visual footage)
 - ADROIT ADVANCED SECURITY (PTY) LTD will secure any doors and windows left open in the vacated locations
 - Deviations in the waste management process must be identified and reported immediately
 - ADROIT ADVANCED SECURITY (PTY) LTD must ensure all firefighting equipment remains in the allocated area and are in order.

Patrols shall include hourly walkabouts of the perimeter of the property and of the outside buildings to ensure no intruders or unauthorised people are on the property.

ADROIT ADVANCED SECURITY (PTY) LTD will conduct regular random checks to ensure the vehicles are parked in the parking areas of the Department. The guard will control vehicles to prevent traffic congestion and monitor cars to ensure no one tampers with vehicles in the parking areas.

ADROIT ADVANCED SECURITY (PTY) LTD shall undertake to control the entry and exit of all parking areas by taking Special attention that no illegal parking in any part of the Department parking areas,

ADROIT ADVANCED SECURITY (PTY) LTD shall be checking all vehicles and ensure they are in possession of the keys for the vehicle before leaving the premises.

COMPANY OWNERSHIP

The Director is Mr LP Radebe. The company is 100% black owned.

CRIME PREVENTION STRATEGY

- We implement controlled access at all entrances and exits of our client's premises.
- We search all cars and people entering or leaving the premises.
- We maintain a close look at client's property so as to protect them from any form of theft.
- Communicate at regular intervals with safety and security to share safety needs at hand.
- We make use of seasoned, experienced and physically fit guards to combat crime.

COMPANY OWNERSHIP

The Director is Mr LP Radebe. The company is 100% black owned.

CRIME PREVENTION STRATEGY

- We implement controlled access at all entrances and exits of our client's premises.
- We search all cars and people entering or leaving the premises.
- We maintain a close look at client's property so as to protect them from any form of theft.
- Communicate at regular intervals with safety and security to share safety needs at hand.
- We make use of seasoned, experienced and physically fit guards to combat crime.

MARKETING

There are a number of security services operating in Gauteng and Limpopo area. The sector that the business operates in is a highly competitive sector with thousands of emerging small businesses competing fiercely for work. However our competitive advantage has been to create a rapport with our clients and do our work efficiently exceeding our customer's expectations.

Market Segmentation

Below is the market segmentation in which ADROIT ADVANCED SECURITY (PTY) LTD .

- Government
- Municipalities
- Private and Public companies
- University/ schools
- Churches and other community services

Target Market Segment Strategy

ADROIT ADVANCED SECURITY (PTY) LTD targets all these markets. Both segments require ongoing services. Once a relationship has been established by providing good customer service, and competitive pricing, then relationships will be retained.

Service Business Analysis

There are few barriers to entry, as long as basic legal requirements are met, and capital investment in the business has been acquired, the business can then operate with ease. Marketing and advertisement will generally be targeted on all the markets.

Service Business Analysis

There are few barriers to entry, as long as basic legal requirements are met, and capital investment in the business has been acquired, the business can then operate with ease. Marketing and advertisement will generally be targeted on all the markets.

Promotion

ADROIT ADVANCED SECURITY (PTY) LTD ' services will be promoted by way of advertisement on print media, enterprise website, networks of websites, pamphlets enterprise visits and social media networks.

Pricing Strategy

Penetration pricing strategy

A penetration pricing strategy will be used. Price charged will be set artificially low to gain market share. Once achieved, price is increased to be on par with competitors.



Web Strategy

The enterprise website will be used for marketing, partner networking and sharing of information in relation to security updates.

SWOT Analysis

Strength	Weaknesses
Reasonable and fair prices	Lack of funding
Hands on management	Financial and physical resources availability
Opportunities	Threats
Take advantage of development	Lack of capacity
Availability of tender databases that are available both on government and private sector	Competitors who are well established and having good track record
Broad Based Black Empowerment opportunities offer by the government	

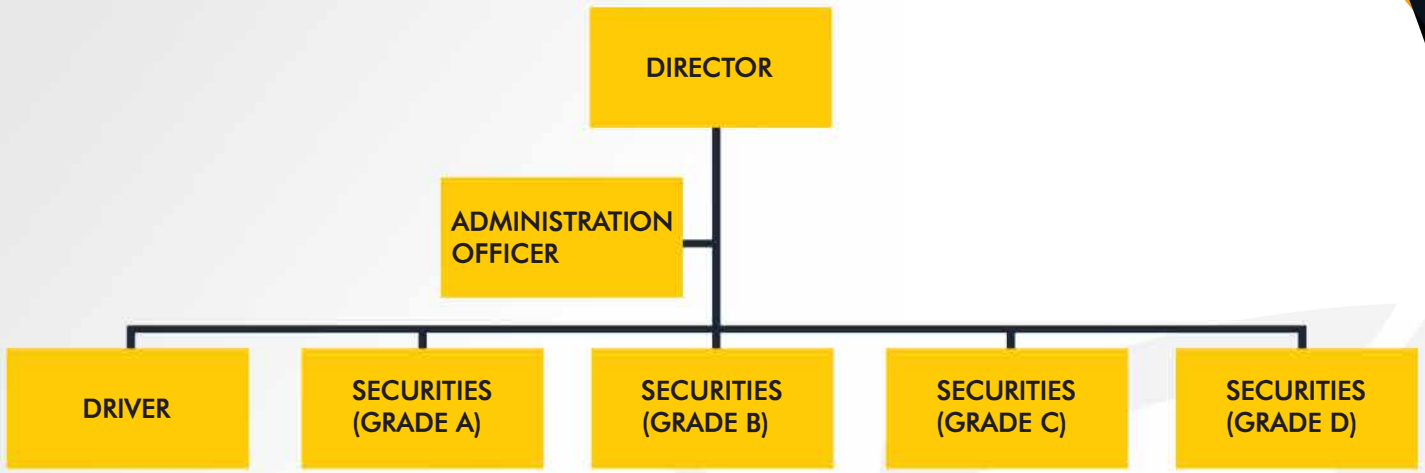
Service Delivery

ADROIT ADVANCED SECURITY (PTY) LTD has adopted an effective and efficient service delivery strategy to attract our clients.

Skills Transfer

We strive to make sure our entire staff gain practical skills and we believe in lifelong learning and also by Skills transfer by employing youth, women and people with disability.

Organizational structure



Business Signatory

Mr LP Radebe is the only Director to authorise business banking transaction and other business related matters.



SECURITY



ADROIT
— ADVANCED SECURITY —

☎ Cell: 084 799 7755
☎ Tel: 015 101 1352
☎ Fax: 086 212 1717
✉ Email: info@adroitsecurity.co.za

📍 No. 32 KF Street
Madiba Park, Polokwane
South Africa
0795