

BUSINESS CAPACITY STATEMENT

A4S SECURITY PTY LTD



Your Safety, Our Commitment

A.B.N 29 675 912 982

16 Colonel Lane, Jordan Springs NSW 2747, Australia

www.a4ssecurity.com.au

24 July 2024

Executive Summary

The Business

A4S Security is a private limited Australian company led by Muhammad Irfan Asghar, who serves as its director. With over a decade of extensive experience in the security industry, Asghar specializes in providing security for luxury retail stores and high-end environments. His career highlights include significant roles at Google data center and corporate sites across Australia, where he supervised a team of 40 security guards for six years.

Asghar holds a Postgraduate degree in Business Administration and a Postgraduate degree in Professional Accounting. His journey in the security field began as a security guard, progressing through roles as an operations supervisor and operations manager within the same company.

Throughout his career, Asghar has successfully managed security for numerous high-profile retail events, including jewelry exhibitions, antique product showcases, and community cultural events. One notable client is the prestigious fashion brand Bottega Veneta. His professional services have consistently ensured the safety and security of these high-end events, establishing A4S Security as a trusted name in the industry.

The Ownership

The business is structured as a sole proprietorship.

The Management

A4S Security Pty Ltd is managed by Muhammad Irfan Asghar, who serves as the director and primary decision-maker. Asghar's role encompasses overseeing all aspects of the business, from strategic planning to day-to-day operations. Given his extensive experience in the security industry, Asghar ensures that the company maintains high standards of service and operational efficiency. Decisions within A4S Security are made based on a combination of Asghar's insights and consultations with key personnel, ensuring that all perspectives are considered. The business does not have a board of directors or silent partners, allowing Asghar to maintain full control over the company's direction and strategy. In the future, as the company grows, there may be consideration for appointing additional managers or creating advisory roles to support expansion efforts.

The Goals and Objectives

A4S Security has set clear and ambitious goals to solidify its position in the luxury security market and achieve sustainable growth. The primary objectives include:

1. Client Base Expansion: Aiming to double the number of clients within the next three years by targeting high-end retail stores, corporate sites, and luxury event organizers.

2. **Service Quality Enhancement:** Implementing continuous training and professional development programs for all security personnel to ensure the highest standards of service and client satisfaction.
3. **Market Penetration in Western Sydney:** Capitalizing on the strategic location near the new Western Sydney Airport to attract new business opportunities and establish a strong local presence.
4. **Revenue Growth:** Achieving an annual revenue growth rate of 15% through strategic marketing and exceptional service delivery.
5. **Service Diversification:** Expanding the range of services offered to include advanced security solutions such as cybersecurity, VIP protection, and security consulting.

The Product

A4S Security provide following security guard services.

- Construction Sites
- Crowd Controllers
- Concierge Security
- Data Centre Security
- Event Management
- Loss Prevention
- Mobile Patrols
- Party Security
- Retail Security
- Traffic Management.

Pricing Strategy

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The Competitors

A4S Security operates in a competitive market with several well-established players. Key competitors include:

1. Wilson Security: One of the largest security firms in Australia, with extensive resources and a significant market share. They offer a wide range of security services and have a strong presence in various sectors.
2. MSS Security: Known for providing comprehensive security solutions, MSS Security is well-established and has a substantial market share. They serve numerous high-profile clients across the country.
3. Securecorp: A major player in the industry, offering diverse security services. They have a strong market presence and generate substantial annual revenue.

Each competitor has a strong market presence, with annual revenues ranging from tens to hundreds of millions of dollars. Potential new competitors could include international security firms entering the Australian market or local companies expanding their service offerings.

Business Plan - A4S SECURITY PTY LTD

The Business

Business Sector

The business currently operates in the professional and technical services sector.

Business History

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Asghar holds a Postgraduate degree in Business Administration and a Postgraduate degree in

Professional Accounting. His journey in the security field began as a security guard, progressing through roles as an operations supervisor and operations manager within the same

company. His dedication, commitment, and integrity in his profession have been pivotal to his success.

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professional services have consistently ensured the safety and security of these high-end events, establishing A4S Security as a trusted name in the industry.

Ownership Background

Muhammad Irfan Asghar (owner):

A4S Security is a private limited Australian company managed by director Muhammad Irfan Asghar. He has over a decade of experience working in the security industry in all venues, especially in luxury retail stores in high-end security environments. He has vast experience working in Google data centers and corporate sites. He has managed 40 security guards' team as a supervisor in Google data centers nationwide in Australia for about 6 years.

He has done Postgraduate degree in Business Administration and a Postgraduate degree in Professional accounting. He started his career as security guard to operations supervisor and operations manager in same company. His strong dedication, commitment and honesty to his security profession rewarded him this success. He has done plenty of high-end retail events and provided his professional services whether it's, jewelry exhibition, antique products exhibition or community cultural event.

Business Assets

A4S Security owns several significant assets that support its operations:

1. **Security Equipment:** This includes surveillance cameras, communication devices, monitoring systems, and other advanced security technologies. The total resale value of this equipment is estimated to be substantial, reflecting their importance in providing high quality security services.
2. **Vehicles:** The company owns a fleet of vehicles used for mobile patrols and transportation of security personnel. These vehicles are essential for ensuring quick response times and effective coverage of client sites.
3. **Office Space:** The administrative office in Western Sydney is equipped with modern furnishings and technology to support efficient business operations. This includes workstations, meeting rooms, and training facilities.
4. **Uniforms and Gear:** Standardized uniforms and gear for security guards enhance the professional appearance and functionality of the personnel.

Product Patents

A4S Security holds NSW master security licence and Labour hired licence for Victoria.

Location Analysis

My business is located in Western Sydney suburbs area where it has very bright chances of growing and flourishing. The importance of business will increase more due to new Western Sydney Airport opening in this area.

Established Customers

Main on Construction and Maintenance Pty Ltd, ABN: 80 097 663 904 is existing customer of A4S Security also collaborating with Unique security services in all luxury retail stores in NSW.

Advertising

The Business will promote the business through:

- Social media
- Print (magazines, flyers, etc.)

Operations

Daily Operations

The daily operations of A4S Security are designed to ensure seamless and effective service delivery. Key activities include:

1. **Personnel Deployment:** Coordinating and deploying security personnel to various client sites based on specific needs and schedules.
2. **Equipment Maintenance:** Regularly inspecting and maintaining security equipment to ensure optimal performance and reliability.
3. **Training Programs:** Conducting ongoing training sessions for security staff to enhance their skills and knowledge, ensuring they are well-prepared to handle various security scenarios.
4. **Client Relationship Management:** Maintaining strong relationships with clients through regular communication, addressing any concerns promptly, and ensuring high levels of satisfaction.
5. **Patrols and Inspections:** Conducting routine patrols and site inspections to ensure client sites remain secure and any potential issues are identified and addressed quickly.

Operational Facilities

A4S Security's operational facilities are strategically located in Western Sydney, providing a solid foundation for business growth. These facilities include:

1. **Administrative Offices:** Equipped with the necessary technology and infrastructure to support day-to-day operations, including workstations, meeting rooms, and training facilities.

2. Training Rooms: Dedicated spaces for conducting professional development programs and training sessions for security personnel.
3. Secure Storage: Facilities for storing security equipment, vehicles, and other assets securely and efficiently.

Staffing

A4S Security's staffing requirements are designed to ensure that the company can meet client needs effectively:

1. Skilled Labour: The company requires experienced security personnel with specialized training in areas such as loss prevention, event management, data centre security, and VIP protection.
2. General Labour: Entry-level security guards and support staff are essential for providing comprehensive security services and handling administrative tasks.
3. Management: The company requires managers with extensive experience in security operations and management to oversee different aspects of the business, ensuring efficient and effective service delivery.
4. Expansion Plans: As the company grows, there are plans to hire additional security personnel and administrative staff to support new clients and service offerings. This includes recruiting individuals with specialized skills and expertise to enhance the company's capabilities.

These detailed sections provide an in-depth overview of the business plan for A4S Security Pty Ltd, covering management structure, goals and objectives, pricing strategy, competitors, assets, daily operations, facilities, and staffing requirements.