






Security Company


Choose your Life, Choose your Security


Business Plan [YEAR]

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1.

Executive Summary

Business Overview

Vision & Mission Statement

Business Objectives

Corporate Philosophy

Business Model

Our Core Values

Startup Summary



REMEMBER

Before you think about how to start a Security Company, you must create a detailed security company business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Business Overview



TIP

Sergio Security Network is a Los Angeles-based security services provider that takes pride in facilitating a safe and enjoyable environment for the clients and communities we protect and serve. We envision a city where all members of the community can enjoy their personal and work lives with peace of mind. We take pride in the many important roles we play in the

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Vision & Mission Statement



TIP

It is our dream to make everyone safe. It cannot be argued that the bad ones recently have outnumbered the good ones, based on the recent spate of attacks recorded. It is our belief; however, that when people have the best security guard company, they will feel secure and would be free to go about their business without getting worried about their se

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Business Objectives



TIP

Sergio Security Network will base its success on meeting the following objectives:

- Employ competent full-time security guards to facilitate the operations of the company

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Corporate Philosophy



TIP

Sergio Security Network believes in being at the forefront of the situation. Our Security & Host personnel are literally at the forefront of our clients' businesses, screening and welcoming their guests at the door. But we also strive to be at the forefront of our clients' minds, knowing that whenever and wherever required, Forefront will be there for their p

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Business Model



TIP

Our organization is modeled to leverage on the quality security services that we offer in our company. We are well placed to induce all-round development in our company by getting our services to all potential clients who may need our services. The company will provide the best private security for the clients depending on their needs within and outside our bas

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Our Core Values



TIP

Customer-Driven – We will be respectful, empathetic, responsive, quality-focused, caring, and consistent in all customer relations. We will always keep the customer at the forefront of our decisions and our actions.

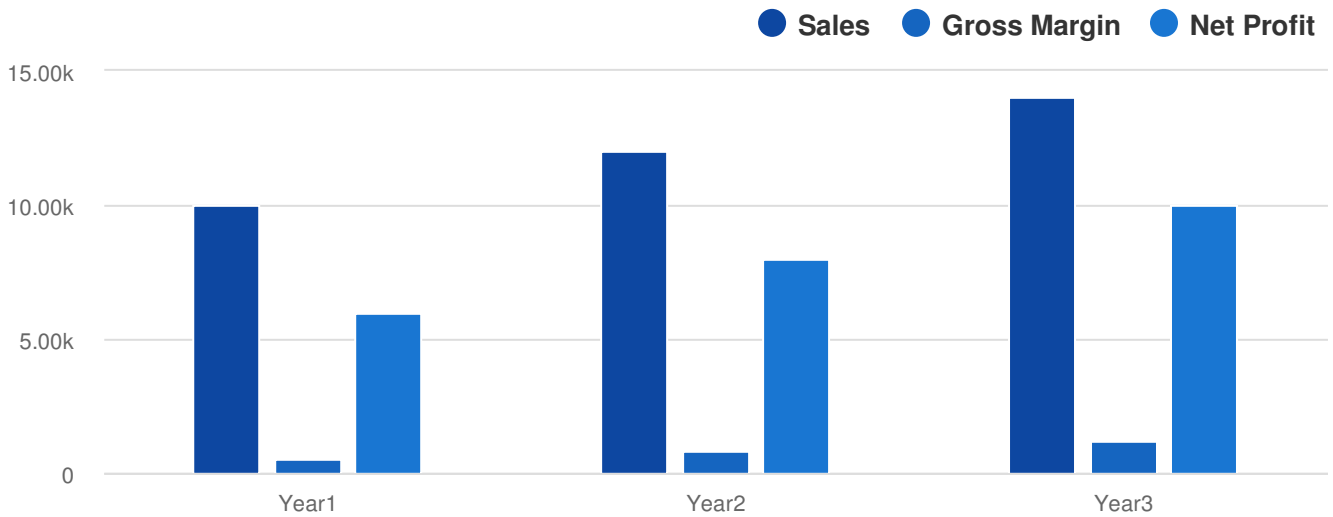
Teamwork – Every member of the Sergio Security

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Startup Summary

3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

2.

Business Description

Company Location And Resources

Demography Analysis Of Los Angeles, California

Risks And Risk Mitigation Process

Company Ownership

Legal Status

Company Location And Resources



TIP

Sergio Security Network is based in Los Angeles, California. The company's location is perfect for the business type of the company due to the increase in the social activities in this location, especially over the weekends, when most people are free from most engagements and would love to spend time out in clubs, bars, restaurants, among other places. The lo

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TIP

The following resources are paramount to the company's service offering:

- Walkie-talkie
- Mini First Aid Kit
- Handgun

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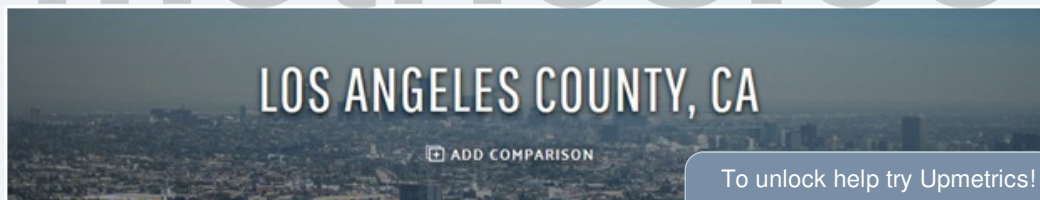
Company Resources

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Demography Analysis Of Los Angeles, California



TIP



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Risks And Risk Mitigation Process



TIP

As is expected, the company is not exempted from the generic risks faced by all other security businesses in California. However, strategic steps will be taken to not only understand these likely challenges but also prepare to prevent or deal with them efficiently – like the scenario warrants. With the emergence of our company, possible risks will lie in

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Company Ownership



TIP

Sergio and Bosquets are the founders of the Sergio Security Network. They have combined experience of over two decades in the industry and will be the main backbone of the company.

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Legal Status



TIP

The company will be registered as a Limited Liability Company. We have chosen to operate as an LLC due to the following reasons:

Limited Personal Liability: Like an LLC, our liability is limited because an LLC is legally separate from its owners. LLCs are respon

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3.

Products and Services



REMEMBER

Before starting a security business, you must take many things into consideration such as you must consider what types of security services will you be providing to your customers. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start

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TIP

Sergio Security Network is a licensed, insured, and bonded security company that will offer both armed and unarmed guards, based on client needs and budgets. The company is actively involved in providing private security services for our clients all over our base as well as guards on weekend nights for cocktail bars, bars, restaurants, nightclubs, live music events, major events

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Our services



Private Securities



Prisoners Transportation



Business and Asset Protection



Police Patrol Services



Executive Protection



Surveillance

4.

Market Analysis

Industry Overview

System Insights

End-Use Insights

Service Insights

Regional Insights

Industry Keynote: The Business Side: Policies, Costs, And Compliance



REMEMBER

The most important component of an effective security company business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this security company business plan sample or other security company business plans available online.

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Industry Overview



TIP

The global private security services market has the potential to grow by \$ 58.77 billion during 2019-2023. The growth momentum will accelerate throughout the forecast period because of the steady increase in year-over-year growth. Increasing illegal events, terrorism, and fraudulent activities coupled with stringent government norms have led to

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System Insights



TIP

The video surveillance systems segment is anticipated to emerge as the fastest-growing segment, owing to the wide range of applications and efficiency of these systems. They monitor theft, movement of objects, and other criminal activities that take place around them. These surveillance systems are cost-effective and help highlight criminal activities. Also,

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End-Use Insights



TIP

The video surveillance systems segment is anticipated to emerge as the fastest-growing segment, owing to the wide range of applications and efficiency of these systems. They monitor theft, movement of objects, and other criminal activities that take place around them. These surveillance systems are cost-effective and help highlight criminal activities. Also,

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Service Insights



TIP

The system integration and consulting segment led the market in 2018, owing to the increasing adoption of advanced systems that can gather data on a single platform. Users prefer the integration of different solutions/products, owing to easy controls and improved efficiency of the integrated systems. The security system integration and consulting services

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Regional Insights



TIP

North America led the market in 2019, attributed to the increased crime rate and intrusion activities in the region. The market is driven by the increasing importance of monitoring systems in various applications due to its benefits of remote access, and optimized power consumption, among others. An increasing number of security breaches, real-time re

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Industry Keynote: The Business Side: Policies, Costs, And Compliance



TIP

Changes in public policy translate into cost factors that impact guard force management. In recent years, the trends of the rising minimum wage, mandates regarding the Affordable Care Act (ACA), and paid sick leave have all come into play when managing a successful guard force.

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5.

Porter's Five Forces Analysis

The Threat Of New Entry

Competitive Rivalry

Buyer Power

Supplier Power

Threat Of Substitution



TIP

The Porters' Five Forces are five. They are the external factors that contribute to the growth or otherwise of a company. The company, under this heading, cannot change the effect of these factors but can help shape the operations and strategy adopted by the company.

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The Threat Of New Entry



TIP

Being a startup security company, things are not expected to be smooth from the beginning because the businesses which we target in Los Angeles have to be given time to be acquainted with the new full-time security guard company in town, and this is expected not to last as our aggressive advertisement will always be geared towards getting customers to know

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Competitive Rivalry



TIP

In that our business is modeled to build on the existing system of private security companies at Cocktail Bars, Restaurants, Bars, Nightclubs, Live Entertainment, Sports Events, Corporate, and government establishments, we have identified some businesses that serve as our direct competitors. Some of these companies have been in the industry before u

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Buyer Power



TIP

Our prices are reasonably structured to be within the confines of fair prices chargeable in the industry. We have no plan to increase these charges but rather to promote the continued patronage of our services. This is why we have structured our services to be pocket-friendly so that the companies can hire our services from time to time.

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Supplier Power



TIP

Our suppliers in this industry are the security gadgets companies. These companies will, to a large extent, determine our prices sometimes, because when there is inflation in their prices, we have no choice but to charge the value of the eventual Cost on our customers. If we can keep providing the customers with the best security services, we are c

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Threat Of Substitution



TIP

The threat of substitution cannot be overlooked in analyzing the possible success or otherwise of our company. Naturally, local, state and federal securities are seen as the closest alternatives to our business. However, we are not competing with them; rather, we are out to complement their effort in maintaining adequate security in Los Angeles. Our c

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6.

SWOT Analysis

Strength

Weakness

Opportunities

Threat



TIP

Because of our drive for excellence when it comes to running a standard private security services business, we were able to engage some of the finest business consultants in Los Angeles, California, to look through our business concept. Together we were able to examine the prospect of the business critically and to access ourselves to be sure we have

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Strength



TIP

Aside from the reality that our private security company is of standard and the business is well-positioned and well – equipped to meet the security needs of all both private, corporate, and government establishments within our jurisdiction, we have a team that can go all the way to ensure that our clients' customers feel comfortable and secure during their

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Weakness



TIP

As a new private security outfit, it might take some time for our organization to break into the market and gain acceptance in the already saturated private security services industry; that is perhaps our major weakness. Furthermore, winning the trust of our customers at the initial stage of our company may prove difficult. Still, with the gradual introduction of

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Opportunities



TIP

The opportunities in the private security services industry are massive, considering the number of at Cocktail Bars, Restaurants, Bars, Nightclubs, Live Entertainment, Sports Events, etc. in Los Angeles, California, and the United States at large. In a nutshell, the following have been identified as the opportunities for the company:

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Threat



TIP

Some of the threats that we may likely face as a private security outfit operating in Australia are unfavorable government policies, the arrival of a competitor within our business. We may also be affected by the global economic downturn, a condition that has its way of affecting purchasing power. We may not be able to control these threats but we

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7.

Target Market

Our Competitive Advantages



TIP

Although Sergio Security Network will initially serve small to medium-sized businesses, from new ventures to well-established businesses and individual clients, that does not in any way stop us from growing to be able to compete with the leading private security companies in Los Angeles.

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Our Competitive Advantages



TIP

A full-time security guard services business is easy to set up a business, especially if one can acquire the required training, startup capital, and license. It means that the possibility of a full-time security guard services business springing up in the location where our company is located high. We aware of this, which is why we decided to come up with a bus

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8.

Strategy And Implementation Summary

Marketing Plan

Marketing & Communication Execution Recommendations

Marketing Objectives

Growth Strategy

Expansion Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a security company business startup and must be properly planned before you think about starting your business.

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Marketing Plan



TIP

The medium through which we intend to market our brand is social media, which includes Facebook, Instagram, Youtube, and LinkedIn.

We would mainly be focusing on Facebook and Instagram paid advertisements and influencer marketing to drive traffic to our website.

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Marketing & Communication Execution Recommendations



TIP

The myriads of opportunity that floods the cloud with the introduction of the internet is an added advantage to our business. Apart from the fact that promotional activities will be carried out on our website, we will equally embrace other options like mouth-to-mouth advertisement, local advertisement strategies, reviews from customers, referrals, and other digital marketing strategies.

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Marketing Objectives



TIP

To reach out to clients who would like to hire a full-service security guard company

To offer topnotch security services for our clients with highly trained men and not just men in uniforms

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Growth Strategy



TIP

Critically observing how aggressive our media campaigns alongside local advertisements are, our business will experience unmatched growth, especially from the first six months from which the awareness kicked off. Again, the reviews gathered by our security services from our customers who have enjoyed its use will greatly contribute to the growth of our business.

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Expansion Strategy



TIP

Through periodic upgrades on existing services and options available to our customers, we hope to expand our services by conducting extensive researches on our line of business and how better our services could be improved. The expansion will largely be due to the successes recorded on our security services.

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9.

Management Plan

Contingency Plan

Future Goals

Average Salary of Employees



REMEMBER

The Management plan is also an important component of a security company business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries. So, make sure to duly consider it before thinking about how to start a security company business. The management plan of the Security company is as follows

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TIP

Sergio and Bosquets are the owners of the company. They will be saddled with the responsibility of making executive and administrative decisions as regards the operations and functionality of the company. They are very creative, forward-thinking, and strong, hands-on team leaders, highly efficient and results-oriented with exceptional management a

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Contingency Plan



TIP

A&B have full confidence in the business and believe that it will be profitable and successful based on the substantial market need for the business. However, if the business fails, they will take the following measures:

- Sell the business out to a company or individual

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Future Goals



TIP

To become a leading security company in the whole of California

To have a reliable and strong customer base all over the world.

To be financially sufficient

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Average Salary of Employees

The following table shows the forecast data about the salaries of the employees for the next three years:

	Year 1	Year 2	Year 3
Accountant	\$85,000	\$95,000	\$105,000
Sales Executives	\$45,000	\$50,000	\$55,000
Security Workers	\$550,000	\$650,000	\$750,000
Supervisors	\$145,000	\$152,000	\$159,000
Driver	\$50,000	\$55,000	\$60,000
Private security executives	\$87,000	\$94,000	\$101,000
Customer Representative	\$42,000	\$45,000	\$48,000
Total Salaries	\$1,004,000	\$1,141,000	\$1,278,000

10.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a security business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup.

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TIP

The following section contains the financial information for Sergio Security Network. Tables and charts show annual projections for the first five business years.

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

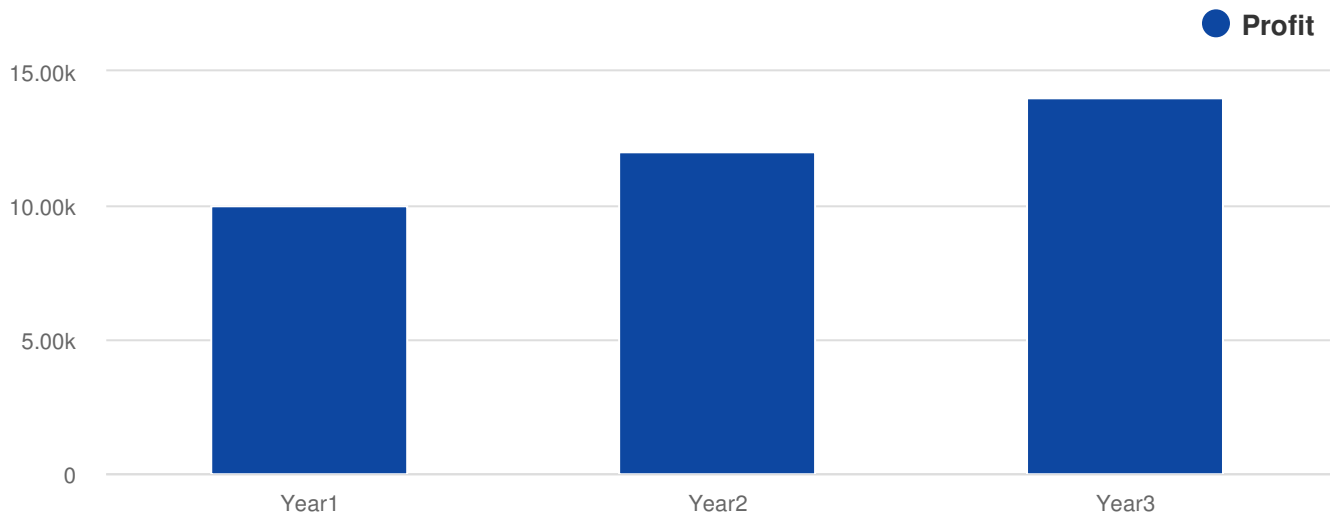
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

Profit

Year1

10000

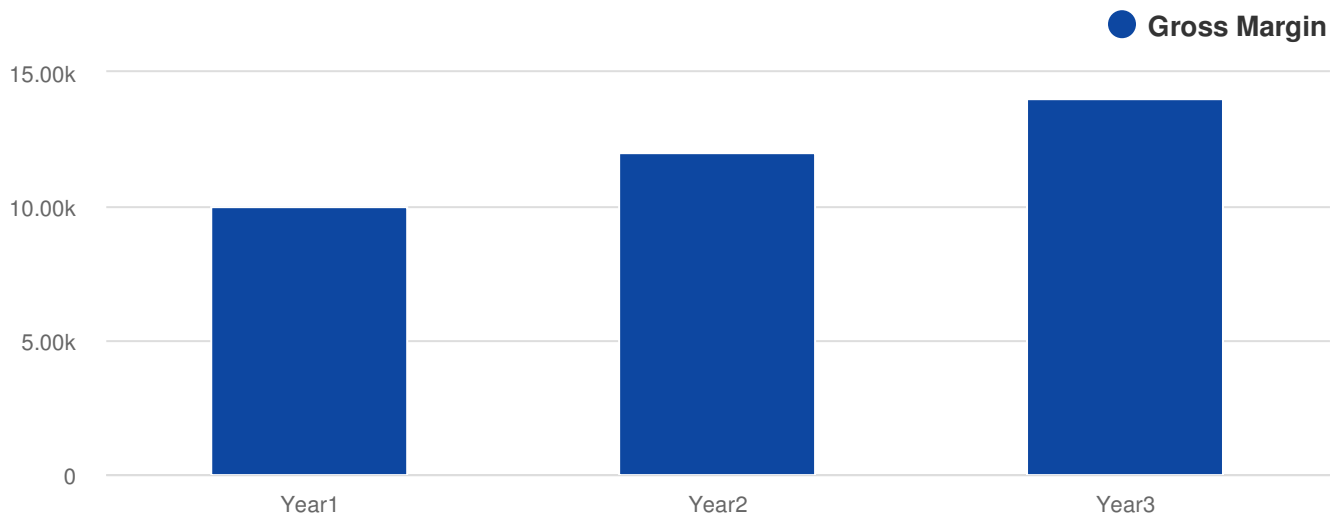
Year2

12000

Year3

14000

Gross Margin Yearly



Financial Year

Gross Margin

Year1

10000

Year2

12000

Year3

14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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