



Dagne Auxiliary Security Services

Company Profile

"We are at your service."

September 2024

## Company Overview

Dagne Auxiliary Security Services is a dynamic and fully black-owned security services provider, founded in 2014 by Joseph Paisley Monkhe, an experienced former security guard. Based in the Freestate, we offer comprehensive security solutions tailored to meet the unique needs of our clients, ensuring safety and peace of mind.

### Our Mission

At Dagne Auxiliary Security Services, our mission is to deliver exceptional security services that alleviate our clients' concerns and safeguard their assets. We are dedicated to providing superior customer service, offering in-depth training to our security personnel, and ensuring rapid and effective responses to any security needs.

### Our Vision

To become a leading security service provider recognized for our commitment to quality, safety, and client satisfaction, while contributing to job creation and socio-economic development.

### Core Values

- **Integrity:** Upholding the highest standards of professionalism and ethics in all our operations.
- **Accountability:** Taking full responsibility for the safety and security of our clients' assets.
- **Excellence:** Striving for excellence in service delivery through continuous improvement and innovation.
- **Client Satisfaction:** Prioritizing our clients' needs and ensuring their complete satisfaction.
- **Employee Fulfillment:** Investing in the development and well-being of our employees.



## **Services**

Dagne Auxiliary Security Services provides a comprehensive range of security services, including but not limited to:

### **On-Site Security Guards**

Our trained security guards offer vigilant on-site protection, ensuring the safety of people and property through consistent monitoring and a strong physical presence.

### **Security Audits**

We conduct thorough security audits to identify potential risks and vulnerabilities, providing tailored recommendations to enhance overall safety and security.

### **CCTV Installation and Monitoring**

Our advanced CCTV solutions include the installation and continuous monitoring of surveillance systems, offering real-time protection and evidence collection for our clients.

### **Personnel Training and Duties**

Our security personnel undergo rigorous training to proficiently manage entrance security, monitor premises, and protect assets, ensuring a safe environment for all. They are equipped to respond swiftly to emergencies, deter crime, and implement security technologies and plans tailored to client needs.

### **Guarding entrances and screening guests/employees**

Our guards meticulously manage entry points, verifying the identity of individuals and ensuring only authorized personnel access the premises.

### **Monitoring premises and ensuring the protection of assets**

Through continuous surveillance, our guards monitor the entire property, safeguarding valuable assets and maintaining a secure environment.

## **Deterring crime through a visible security presence**

A strong, visible security presence serves as a powerful deterrent to potential criminal activity, ensuring a safe atmosphere for everyone.

## **Organizing responses in case of emergencies**

Our trained personnel are prepared to coordinate and execute effective responses during emergencies, including evacuations and other critical situations.

## **Responding to customer and health emergencies**

Guards are equipped to provide immediate assistance in customer and health-related emergencies, ensuring prompt and appropriate care.

## **Ejecting trespassers and unauthorized individuals**

Unauthorized individuals are swiftly and professionally removed from the premises to maintain security and order.

## **Recommending and implementing security technology and plans**

Our experts assess and recommend advanced security technologies and strategic plans to enhance overall safety and security for clients.



# **Business Plan and Financial Outlook**

## **Strategic Objectives**

Our success is measured by our ability to meet the following objectives:

- Employ 50 full-time security guards by the end of our third year of operation.
- Supply security services to 20 buildings on a full-time basis by the end of our third year.
- Achieve a revenue and profit target of R500,000 in the third year of operation.

## **Market Strategy**

To achieve our objectives, Dagne Auxiliary Security Services will implement the following strategies:

- Marketing and Advertising: Develop a professional website and marketing materials, and leverage social media platforms and online advertising (e.g., Google AdWords) to reach potential clients.
- Networking and Direct Marketing: Distribute business cards and brochures during networking events and through direct mail campaigns targeted at potential clients.
- Registration and Compliance: Register with relevant government and private sector databases to increase visibility and access to contracts.

## **Start-up Summary**

Dagne Auxiliary Security Services will operate from a home-based office in the Freestate to minimize initial costs. Security guard training will be conducted in rented office spaces as needed. Key start-up costs include:

- Incorporation and permits (e.g., concealed weapon permits)
- Business licensing and police clearance fees
- Website development, brochure design, and printing
- Initial insurance premiums for business and guard liability
- Long-term assets such as mobile phones, headsets, and two-way radios for team communication

## **Future Outlook**

We anticipate generating a positive cash flow after the first year of operation, which will be reinvested into the business to support expansion. The founder, Joseph Paisley Monkhe, will provide essential start-up funds to ensure a strong foundation for growth.

## Contact Information

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Sasolburg  
1947  
Free State Province

### Attachments and Supporting Documentation:

- Company Registration Document
- BBBEE Verification Certificate
- Tax Clearance Certificate from SARS
- Bank Letter
- ID Copy

## Business Addresses

3 Sanbre Park  
Janfiskaaal Street  
Bloemfontein  
Free State Province

46 Nanescol  
Vanderbijlpark  
Gauteng

44a Boom Street  
Parys  
Free State Province

58 Cannon street  
Nelson Mandela Bay Metro  
Eastern Cape

Coega Special Economic Zone  
Zone 6

FFC ECOHUB  
Nelson Mandela Bay Metro  
Eastern Cape

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