



# BUSINESS PLAN



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# EXECUTIVE SUMMARY

## Company Overview

Zazu Security is a professional security services company based in the United Kingdom, dedicated to providing reliable, high-quality, and customized security solutions for businesses, organizations, and individuals. Founded and directed by Dan Zazuleac, the company is committed to safeguarding people, property, and assets with integrity, professionalism, and innovation.

## Mission Statement

Our mission is to deliver trusted and proactive security solutions that create safe environments for our clients, enabling them to operate with peace of mind.

## Vision Statement

Our vision is to become one of the most respected and recognized security providers in the UK, known for excellence, innovation, and strong client relationships.

## Business Objectives

- ❖ To establish Zazu Security as a trusted brand within the private security industry in the UK.
- ❖ To secure at least 10 long-term service contracts within the first two years of operation.
- ❖ To expand services beyond London into other regions within the next 3–5 years.
- ❖ To implement advanced security technologies, such as remote CCTV monitoring and access control systems, ensuring a modern and competitive edge.
- ❖ To recruit, train, and retain highly skilled personnel, ensuring consistent service delivery and client satisfaction.

## Services Offered

Zazu Security specializes in:

- ❖ **Manned Guarding** – providing trained security officers for commercial and residential properties.
- ❖ **Event Security** – ensuring the safety of large and small events, including crowd control and access management.

- ❖ **CCTV Monitoring & Surveillance** – remote and on-site monitoring solutions.
- ❖ **Mobile Patrols** – routine inspections and rapid response for client sites.
- ❖ **Corporate & Retail Security** – loss prevention, customer safety, and corporate building protection.

## **Target Market**

Our primary clients include:

- ❖ Businesses (corporate offices, warehouses, retail outlets)
- ❖ Residential property managers and private landlords
- ❖ Event organizers (concerts, conferences, festivals)
- ❖ Public institutions requiring outsourced security support

## **Competitive Advantage**

Zazu Security stands out by combining personalized customer service, well-trained staff, and modern technology solutions. Unlike many traditional firms, we tailor our security packages to meet each client's unique needs and integrate cost-effective solutions without compromising on safety.

## **Financial Outlook**

The company projects steady growth through service contracts, with revenue expected to increase significantly in the first three years. Initial investment will focus on licensing, staff recruitment, training, insurance, equipment, and marketing. With proper execution of strategy, Zazu Security is positioned to achieve profitability within the first 18–24 months.

Zazu Security is built on strong values of professionalism, integrity, and client focus. With a clear growth plan, innovative approach, and a commitment to excellence, the company is well-positioned to become a leading security services provider in the UK.

## COMPANY DESCRIPTION

### **Background & Ownership**

Zazu Security is a privately owned security services company established and directed by Dan Zazuleac. Headquartered in the United Kingdom, the company was founded with the goal of providing reliable, professional, and cost-effective security services to businesses, institutions, and private clients. With a strong commitment to safety and integrity, Zazu Security aims to be a trusted partner for organizations seeking high-quality protection solutions.

### **Legal Structure & Registration**

Zazu Security operates as a limited company registered in the United Kingdom, ensuring compliance with industry regulations and standards. The company is fully insured, licensed, and adheres to the requirements set forth by the Security Industry Authority (SIA). All personnel employed by the company undergo background checks, SIA licensing, and continuous training to maintain the highest professional standards.

### **Services Offered**

Zazu Security delivers a wide range of security solutions tailored to client needs. These include:

- ❖ **Manned Guarding:** Deployment of trained, uniformed security officers to safeguard commercial properties, residential buildings, retail outlets, and industrial sites.
- ❖ **Event Security:** Comprehensive safety management for public and private events, including access control, crowd monitoring, and emergency response.
- ❖ **CCTV Monitoring & Surveillance:** On-site and remote monitoring services using modern surveillance technologies for proactive threat detection.
- ❖ **Mobile Patrols:** Regular, scheduled patrols for properties and sites, ensuring deterrence against theft, vandalism, and unauthorized access.
- ❖ **Corporate & Retail Security:** Providing front-of-house and in-store security staff to maintain safe, professional, and customer-friendly environments.

### **Core Values**

Zazu Security operates on the foundation of five key values:

- ❖ **Integrity** – Acting with honesty and transparency in every engagement.
- ❖ **Professionalism** – Maintaining high standards in appearance, behavior, and service delivery.
- ❖ **Reliability** – Providing consistent, dependable security services to all clients.
- ❖ **Innovation** – Using modern technology and strategies to stay ahead in the security industry.
- ❖ **Customer Focus** – Building long-term relationships through personalized service and trust.

## **Business Model**

The company operates primarily on a contract-based service model, offering flexible packages to clients depending on their security requirements. Contracts may range from short-term event coverage to long-term corporate security agreements. By providing scalable services, Zazu Security accommodates small businesses, large corporations, and residential communities alike.

## **Future Outlook**

In the short term, Zazu Security aims to establish a strong presence in London and surrounding areas. In the medium to long term, the company plans to expand across the UK, diversify into specialized security solutions (e.g., cybersecurity integration, VIP protection), and strengthen its reputation as a trusted and innovative security provider.

# MARKET ANALYSIS

## Industry Overview

The UK private security industry is one of the most robust in Europe, valued at over £6 billion annually, and continues to grow as businesses, public institutions, and individuals increasingly outsource their security needs. Rising concerns around property crime, theft, terrorism threats, and public safety have fueled demand for professional security services. Additionally, government regulations requiring licensed and trained personnel under the Security Industry Authority (SIA) have raised industry standards, creating opportunities for trusted firms like Zazu Security.

Trends shaping the security industry include:

- ❖ Greater reliance on technology-driven solutions (e.g., remote CCTV monitoring, access control, and biometric systems).
- ❖ Increasing demand for event security as live events and festivals continue to grow post-pandemic.
- ❖ Expansion of corporate security contracts, especially for commercial buildings and retail outlets.
- ❖ Emphasis on integrated security solutions, combining manpower with modern surveillance tools.

## Target Market

Zazu Security's primary target market consists of:

- ❖ **Corporate Clients** – Offices, commercial buildings, warehouses, and logistics companies requiring ongoing protection for staff, assets, and premises.
- ❖ **Retail Sector** – Shopping centers, supermarkets, and independent stores requiring in-store security officers for theft prevention and customer safety.
- ❖ **Residential Market** – Property management firms, private landlords, and gated communities needing security patrols and monitoring.
- ❖ **Event Organizers** – Concerts, festivals, exhibitions, conferences, and private functions requiring temporary but reliable event security.
- ❖ **Public Institutions** – Schools, healthcare facilities, and local authorities seeking professional outsourced security.

This diverse market provides multiple streams of income and reduces dependency on a single sector.



## **Market Needs**

The UK market demands security providers who are reliable, affordable, and adaptable. Key needs include:

- ❖ Highly trained, SIA-licensed officers.
- ❖ Integration of manpower with advanced surveillance systems.
- ❖ Flexible contracts tailored to client size and budget.
- ❖ Strong customer service and fast response times.

## **Competitive Analysis**

The UK security industry is highly competitive, with large firms such as G4S, Securitas, and Mitie dominating the market. However, smaller and medium-sized companies like Zazu Security are well-positioned to compete by offering:

- ❖ Personalized services tailored to client requirements.
- ❖ Competitive pricing without compromising service quality.
- ❖ Greater flexibility compared to larger corporations with rigid structures.
- ❖ Stronger focus on building local client relationships and trust.

## **Competitive Advantage of Zazu Security**

Zazu Security's advantage lies in its ability to combine professionalism, affordability, and innovation. While large firms may prioritize volume, Zazu Security focuses on customized solutions and close client engagement, ensuring satisfaction and loyalty. The company also plans to integrate modern surveillance technologies, positioning itself ahead of smaller competitors who still rely solely on traditional manpower.

## **Market Opportunities**

- ❖ Growth of construction and real estate sectors creates demand for site security.
- ❖ Increasing corporate outsourcing of non-core services, including security.
- ❖ Expansion into specialized markets, such as VIP protection and residential concierge services.
- ❖ Rising insurance requirements for businesses to implement professional security as part of risk management.

# ORGANIZATION & MANAGEMENT

## Ownership & Leadership

Zazu Security is directed and managed by Dan Zazuleac, who serves as the company's founder and Managing Director. With a strong vision for safety, reliability, and professionalism, Mr. Zazuleac oversees the company's operations, strategic planning, client acquisition, and business development. His leadership ensures that the company remains aligned with its mission of providing trusted security services while maintaining compliance with UK regulations.

## Management Structure

The organizational structure of Zazu Security is designed to promote efficiency, accountability, and clear communication. The company follows a streamlined hierarchy:

- ❖ **Managing Director (MD)** – Provides overall leadership, strategic direction, and oversees financial and operational performance.
- ❖ **Operations Manager** – Responsible for day-to-day management of security contracts, staff deployment, and service quality assurance.
- ❖ **Human Resources & Compliance Officer** – Manages staff recruitment, SIA licensing, training programs, and ensures compliance with employment law and regulatory standards.
- ❖ **Finance & Administration Officer** – Handles budgeting, payroll, invoicing, and financial reporting.
- ❖ **Field Supervisors** – Monitor on-site performance of security personnel, conduct regular site visits, and liaise with clients to ensure satisfaction.
- ❖ **Security Officers & Patrol Staff** – Frontline employees who deliver security services, including manned guarding, mobile patrols, event security, and monitoring.

This structure ensures that responsibility flows from top management to operational teams while maintaining strong client communication channels.

## Staffing Plan

- ❖ **Phase 1 (Startup Phase – Year 1):** Initial recruitment of 10–15 licensed security officers to service small-to-medium contracts in London.
- ❖ **Phase 2 (Growth Phase – Years 2–3):** Expansion to 30+ officers, supported by additional supervisors, as client contracts increase.

- ❖ **Phase 3 (Long-Term):** Development of specialized teams (e.g., event security unit, corporate concierge security, and rapid response patrols).

Zazu Security places emphasis on recruiting high-quality personnel who are SIA-licensed, well-trained, and customer-service oriented. Continuous training will be implemented to enhance skills in conflict management, first aid, emergency response, and customer engagement.

## **Training & Development**

To maintain professionalism and service excellence, Zazu Security invests in employee training, covering:

- ❖ SIA compliance and updates.
- ❖ Emergency response and evacuation drills.
- ❖ Use of CCTV, access control, and surveillance systems.
- ❖ Customer service and communication skills.
- ❖ Health & safety compliance.

## **Advisors & Partnerships**

In addition to its internal team, Zazu Security works with legal and financial advisors to ensure compliance with UK business regulations, taxation, and industry standards. Partnerships with technology providers (CCTV and alarm system suppliers) also strengthen the company's operational capabilities.

## **Key Strengths of Management**

- ❖ Hands-on leadership from the Director ensures that clients receive personal attention.
- ❖ Streamlined structure enables faster decision-making and service customization.
- ❖ Commitment to compliance and training guarantees high-quality, professional staff deployment.

# SERVICES & OPERATIONS PLAN

## Services Offered

Zazu Security provides a wide range of professional security solutions tailored to meet the needs of businesses, institutions, and private clients. Our core services include:

- ❖ **Manned Guarding** – Deployment of uniformed, SIA-licensed officers to safeguard offices, warehouses, construction sites, residential buildings, and retail outlets. Duties include access control, visitor management, patrolling, and incident response.
- ❖ **Event Security** – Specialized security staff for concerts, conferences, festivals, exhibitions, and private functions. Services include crowd control, ticket verification, perimeter security, and emergency management.
- ❖ **CCTV Monitoring & Surveillance** – Real-time surveillance solutions for businesses and residential clients. This includes both on-site monitoring and remote access through control rooms.
- ❖ **Mobile Patrols** – Regular, scheduled visits to properties and sites, ensuring deterrence against crime, quick response to incidents, and visible security presence.
- ❖ **Corporate & Retail Security** – In-store and office-based security officers trained in customer service, loss prevention, and safeguarding of corporate environments.
- ❖ **Specialized Security (Future Expansion)** – VIP protection, concierge security for luxury properties, and integration with modern technologies such as biometric access systems.

## Operations Process

To ensure efficiency and consistency, Zazu Security follows a structured operational process:

### **1. Client Assessment & Proposal**

- ❖ Conduct a site survey and risk assessment.
- ❖ Develop a customized security plan tailored to the client's needs.
- ❖ Provide a detailed proposal outlining staffing, equipment, and cost.

### **2. Contract Agreement**

- ❖ Formalize the service contract with clear terms and service-level agreements (SLAs).
- ❖ Assign a dedicated account manager to the client.

### **3. Staff Deployment**

- ❖ Allocate trained and licensed officers to the client site.
- ❖ Provide uniforms, communication devices, and necessary security equipment.

#### **4. Supervision & Monitoring**

- ❖ Regular site visits by field supervisors to ensure service quality.
- ❖ Use of incident reporting systems for transparency and accountability.
- ❖ 24/7 client support for emergencies and escalations.

#### **5. Performance Review**

- ❖ Monthly or quarterly review meetings with clients.
- ❖ Continuous improvement through feedback and updated risk assessments.

### **Technology & Equipment**

Zazu Security integrates modern tools to strengthen service delivery, including:

- ❖ High-definition CCTV systems with remote access capabilities.
- ❖ Access control systems (keycards, biometric scanners).
- ❖ Two-way radios and mobile communication devices for staff coordination.
- ❖ Incident management and digital reporting tools for transparency.

### **Quality Assurance**

Service excellence is maintained through:

- ❖ Regular training and refresher courses for officers.
- ❖ Surprise inspections and performance checks.
- ❖ Compliance with Security Industry Authority (SIA) standards and UK employment regulations.
- ❖ Feedback collection from clients to refine services.

### **Operational Hours**

Zazu Security provides round-the-clock (24/7) services, ensuring flexibility for clients who require permanent site protection or temporary event coverage

### **Scalability & Growth Plan**

**Year 1:** Focus on London and surrounding areas, securing contracts with SMEs, residential properties, and event organizers.

**Years 2–3:** Expand staff capacity to service larger contracts, including shopping centers, logistics hubs, and corporate offices.

**Year 3 and beyond:** Diversify into specialized services such as VIP protection and integrate advanced security technologies (AI-driven CCTV and remote monitoring centers).



# MARKETING & SALES STRATEGY

## Marketing Objectives

Zazu Security's marketing strategy focuses on building brand recognition, attracting long-term clients, and positioning the company as a trusted provider of professional security services. The objectives are:

To establish a strong local presence in London within the first year of operations.

To generate consistent leads from corporate, residential, and event sectors.

To secure at least 10 long-term contracts within the first two years.

To build a reputation for reliability and professionalism that drives referrals and repeat business.

## Target Market Approach

Our marketing activities are tailored to attract:

- ❖ **Corporate Clients** – through professional networking, B2B marketing, and LinkedIn campaigns.
- ❖ **Residential Communities & Property Managers** – via local advertising, partnerships, and direct outreach.
- ❖ **Event Organizers** – through event associations, online ads, and industry-specific directories.
- ❖ **Retail Businesses** – by offering cost-effective, loss-prevention security packages.

## Branding & Positioning

Zazu Security will position itself as a modern, customer-focused, and dependable security company. The brand identity emphasizes professionalism, integrity, and innovation. A consistent branding approach (uniforms, vehicles, website, and marketing materials) will enhance visibility and trust.

## Marketing Channels

To reach prospective clients, Zazu Security will use a mix of digital and traditional channels:

- ❖ **Website & SEO:** A professional website optimized for keywords like “London security services,” “event security UK,” and “corporate security company.”

- ❖ **Social Media Marketing:** Active presence on LinkedIn, Facebook, and Instagram to showcase services, share success stories, and highlight company values.
- ❖ **Email Marketing:** Targeted campaigns to businesses, property managers, and event companies.
- ❖ **Local Advertising:** Flyers, brochures, and ads in community boards, local newspapers, and trade magazines.
- ❖ **Partnerships:** Collaboration with event planners, real estate firms, and corporate facility managers to provide integrated services.
- ❖ **Referrals & Word of Mouth:** Encouraging satisfied clients to recommend services through referral incentives.

## **Sales Strategy**

The sales approach will be relationship-driven, focusing on building trust with clients through professionalism and responsiveness. The steps include:

- ❖ **Lead Generation:** Through networking events, online inquiries, referrals, and targeted outreach.
- ❖ **Consultation & Risk Assessment:** Offering free site assessments to demonstrate expertise and build value before contracts are signed.
- ❖ **Customized Proposals:** Tailoring security solutions to each client's needs and budget.
- ❖ **Closing Contracts:** Clearly defining service agreements, responsibilities, and pricing to ensure transparency.
- ❖ **Client Retention:** Regular communication, performance reviews, and loyalty discounts for contract renewals.

## **Pricing Strategy**

Zazu Security will adopt a competitive pricing model aligned with industry standards, offering flexible packages based on:

- ❖ Number of security officers required.
- ❖ Duration of service (hourly, daily, or long-term contracts).
- ❖ Type of service (basic guarding vs. specialized event or CCTV monitoring).
- ❖ This balance of affordability and high service quality ensures strong market competitiveness.

## **Promotion Strategy**

To increase visibility, Zazu Security will:



- ❖ Launch promotional campaigns during peak event seasons (summer festivals, holiday retail periods).
- ❖ Offer introductory discounts for new clients signing long-term contracts.
- ❖ Provide free risk assessments as a value-added service.
- ❖ Use client testimonials and case studies to build credibility and social proof.

### **Sales Forecast (3-Year Outlook)**

- ❖ **Year 1:** Focus on short-term contracts, event security, and small business clients; projected steady cash flow with gradual brand recognition.
- ❖ **Year 2:** Expansion into larger contracts (corporate and residential management firms), with a projected doubling of revenue.
- ❖ **Year 3:** Establish a portfolio of long-term service agreements, reducing dependency on seasonal work and ensuring consistent revenue streams.

# FINANCIAL PLAN

## Financial Objectives

The financial plan outlines Zazu Security's strategy for achieving sustainable growth, profitability, and long-term financial stability. The company aims to:

- ❖ Achieve operational breakeven within the first 18–24 months.
- ❖ Secure recurring revenue streams through long-term contracts.
- ❖ Reinvest profits into staff training, technology, and marketing to expand market share.
- ❖ Maintain a healthy cash flow to support operations and growth.

## Startup Costs

Initial capital will be allocated to cover setup expenses, regulatory compliance, and operational readiness. Estimated startup costs include:

Category	Estimated Cost (£)
Business registration, insurance & licenses (SIA compliance)	£5,000
Uniforms & equipment (radios, bodycams, patrol kits)	£8,000
Marketing & branding (website, logo, brochures, digital ads)	£4,500
Office setup & administration	£3,500
Training & recruitment of staff	£6,000
Working capital (3 months operational expenses)	£15,000
Total Estimated Startup Costs	£42,000

## Revenue Model

Zazu Security will generate income from contract-based services, with fees charged hourly, daily, or monthly depending on the service type. The revenue streams include:

- ❖ **Manned Guarding Contracts** – Primary source of income, billed monthly per guard.
- ❖ **Event Security Services** – Short-term, high-value contracts based on event size and duration.
- ❖ **CCTV Monitoring & Mobile Patrols** – Fixed monthly fees for recurring surveillance and patrol services.

- ❖ **Specialized Services (Future Expansion)** – VIP protection, concierge security, and high-risk asset protection.

### **Pricing Structure (Industry Average in the UK)**

- ❖ **Manned Guarding:** £12–£18 per hour per officer.
- ❖ **Event Security:** £18–£25 per hour per officer (depending on event scale).
- ❖ **Mobile Patrols:** £25–£40 per visit.
- ❖ **CCTV Monitoring:** £300–£600 per month (depending on site size and coverage).

### **Projected Revenue (3-Year Forecast)**

Year	Revenue (£)	Expenses (£)	Net Profit (£)
Year 1	£150,000	£135,000	£15,000
Year 2	£300,000	£250,000	£50,000
Year 3	£500,000	£400,000	£100,000

### **Assumptions:**

- ❖ Revenue growth driven by acquisition of long-term contracts.
- ❖ Year 1 focused on small contracts and events, gradually building client base.
- ❖ Expenses include wages, insurance, training, equipment maintenance, and marketing.
- ❖ Profit margins increase as fixed costs are spread across a larger client base.

### **Break-Even Analysis**

Zazu Security is expected to reach breakeven within 18–24 months, once monthly revenues consistently cover wages, insurance, and operational overheads. Long-term contracts will be the key driver for stability and profitability.

### **Financial Risks & Mitigation**

- ❖ **Client Retention Risk:** Loss of contracts can impact cash flow. → Mitigation: Diversify across multiple sectors and maintain strong client relationships.
- ❖ **High Staffing Costs:** Security is labor-intensive. → Mitigation: Efficient scheduling and use of part-time/event-based staff.
- ❖ **Market Competition:** Larger firms dominate the market. → Mitigation: Compete through flexibility, personalized service, and affordable pricing.

## **Long-Term Financial Strategy**

- ❖ Reinvest profits into technology (AI-driven CCTV, remote monitoring centers) to remain competitive
- ❖ Establish a reserve fund to manage seasonal fluctuations and emergencies.
- ❖ Expand service offerings into specialized and higher-margin sectors, such as VIP security and residential concierge services.

## CONCLUSION

Zazu Security is positioned to become a trusted and reliable player in the UK's private security industry by delivering high-quality, client-focused, and innovative protection services. With a strong foundation built on professionalism, integrity, and adaptability, the company is committed to safeguarding businesses, residential properties, and events while exceeding client expectations.

The comprehensive service offerings ranging from manned guarding and event security to CCTV monitoring and mobile patrols provide multiple revenue streams and the flexibility to serve a wide range of markets. By combining highly trained SIA-licensed personnel with modern technology, Zazu Security ensures effective, affordable, and scalable solutions that meet the evolving security needs of its clients.

The company's leadership, under the direction of Dan Zazuleac, ensures clear vision, strong management, and a commitment to long-term growth. The structured staffing and operational plans demonstrate readiness to execute contracts efficiently while maintaining compliance with UK regulations and industry best practices.

Financial projections highlight steady and sustainable growth, with breakeven expected within the first two years and profitability increasing as the client base expands. Strategic investments in staff training, branding, and technology will support Zazu Security's competitiveness in a rapidly evolving industry.

In summary, Zazu Security offers a compelling value proposition: personalized security services delivered with professionalism, innovation, and reliability. With clear objectives, a strong operational framework, and a market-ready growth strategy, the company is well-prepared to achieve its mission of creating safe environments for its clients while becoming a respected name in the UK security industry.