

Capstone Project for J & J Security Solutions

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**Outline**

Table of Contents

Executive Summary..... 3

Products and services..... 3

Customers..... 4

Company Drive..... 4

Vision Statement..... 4

Mission Statement..... 5

Start-up management and personnel plan..... 5

Economic Situation..... 6

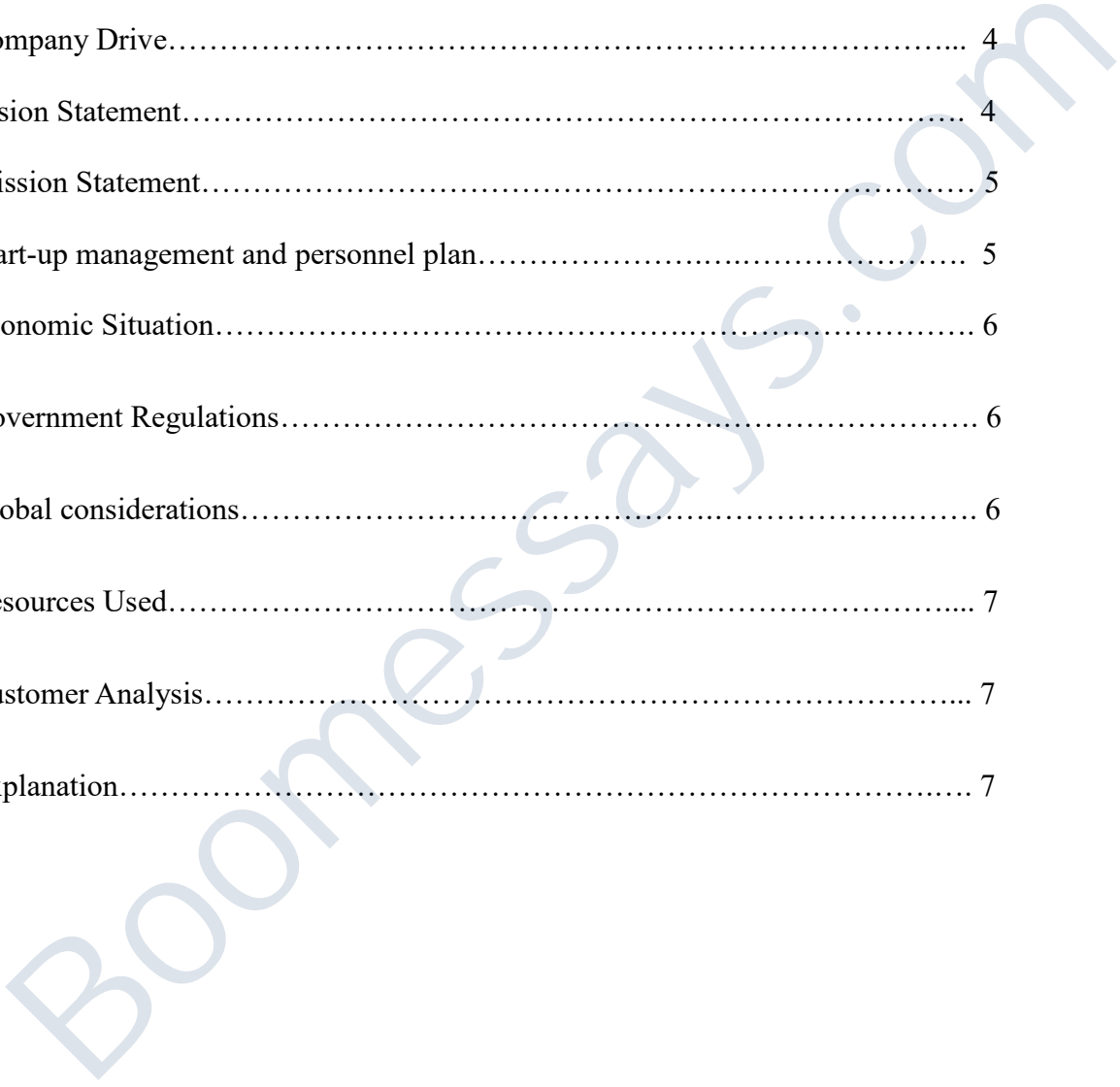
Government Regulations..... 6

Global considerations..... 6

Resources Used..... 7

Customer Analysis..... 7

Explanation..... 7



## **Executive Summary**

J & J Security Solutions is a world-class privately-owned security company that will be based in Northeast Tennessee. This company will focus mainly on the client requirements and ensuring that client-maximum satisfaction has been attained. Consequently, the company monthly fees are not exorbitant but instead pocket-friendly to the respective client. J & J Security Solutions will ensure that security services are offered in the right manner without interfering with other activities that might be taking place on site. I will ensure that my company works extra hard to meet and even surpass the client's requirements. My company's self-drive will be taking into consideration first and foremost the interest of the clients. My legal business plan is the sole proprietorship.

## **Products and Services**

According to my companies' objectives, a variety of services and products as well shall be offered with maximum co-operation. With the primary intention of the business start-up being earning an extra coin, the company will be up-to-date with the United States laws that govern the security corporates sector. Some of the services that will be offered by the company are listed below;

- Ensure that entry of any unauthorized personnel in a secured area is authorizable.
- Avail both security consultancy and advisory services to the locals.
- Offer guard dogs to our trained personnel as well as offer bodyguard services.
- I am determined to offer both access control and traffic regulation services.
- We will also include patrol services that will ply with night shifts to ensure that security is at its maximum like never before.

**Customers**

The companies' preliminary setting is aimed at operating mostly on gated communities and estates as well. Not leaving behind individual homesteads that are surrounded by noisy neighbors who are stubborn. Nevertheless, the bodyguards will broaden our client services thus extending the customers up to government leaders who want to seek for private guards' contract wise.

**J & J Security Solutions Drive**

The desire to make my area of residence a crime free zone even in the middle of the night is our companies drive. I have witnessed some robbery activities, and happenings take place in broad daylight. This is complete impunity if people are not guaranteed security even during daytime when everyone prefers to be safe from criminal activities. About the available companies, their monthly subscription fee is exorbitantly high. My company's drive to bring a substantial change into the society whereby everyone will be able to afford the monthly subscription fee for my packages. Security services will also be offered at their best level.

**J & J Security Solutions Vision Statement**

J & J's vision is to be the most elite security company in the industry and to establish a security brand that will pose competence for both personal and corporate security services all around the United States. To attain this success, some core values have to be tied to the company's fraternity which includes; professionalism, quality customer service, integrity of the highest order and finally excellence through teamwork. My employees will receive work allowances to motivate them in their daily duties hence ensuring that everyone performs optimally.

**J & J Security Solutions Mission Statement**

The company's driving mission is to ensure that we earn the trust of all our customers by providing reliable services and ensuring that our services are top-notch and unrivaled. We are

aiming at propelling the business brand to becoming the leading brand amongst all private institutions offering the same services. For the first year in operation, we are targeting to emerge amongst the top 20 companies onwards. Empowering and offering mentorship programs to my subjects will be a crucial contribution that the company will provide.

### **Start-Up Management and Personnel Plan**

The start-up management team is to compose of the following people;

1. The Executive Chief Officer- He oversees every activity taking place and increases the management effectiveness and provides directions on what to do.
2. Manager/ Chief Security Officer- He is responsible for controlling the costs as well as service quality.
3. Overall Security Consultant- He is tasked with the responsibility of offering interviews and making prevalent decisions on who is to be hired.
4. Human Resource Manager- He oversees that the company is running smoothly and controls the in-stock flow and out-stock flow.
5. Accountant- He prepares financial reports accordingly and future budgets on what the company is running short of.
6. Customer Services Executive- His chief and principal role is to welcome clients either in the office or through the phone.
7. Individual Security Guards- The guards are responsible for maintaining access control services.

### **Economic Situation**

To give a detailed and well elaborated economic situation analysis, keen observation of the average company functioning is required. An economic situation analysis is meant to outline

areas that need more emphasis on as well as the company's stronghold sectors. J & J Security Solutions financial goal focuses mostly on ensuring equitable maximization of the overall outputs and efficiencies given its constrictions. I will ensure that my labor force surpasses the required standards and quality of services offered. On the aspects of the budget, I am looking forward to commissioning a qualified accountant as well as a good manager who can join hands with the accountant to ensure the finance sector is well accounted for. I will also ensure that my employee salaries are of a reasonable margin and do not have bias i.e., everyone is paid according to their respective qualifications.

### **Government Regulations**

The company rules and regulations should not contradict the overall set of guidelines by the government. Instead, while drafting the company's standards, I will ensure that I take into consideration the set regulations by the government. This is very vital for any company since it puts the gives it the right operational requirements towards the expectations of the rule of law.

### **Global considerations**

Despite the government regulations and concerns, there are also global considerations that should be taken into deliberation. There is the worldwide company expectations that should be keenly observed. Through an internet search, I will be able to oversee through the global considerations and ensure that my company is up-to-date to avoid any future inconveniences.

### **Resources Used**

There are a variety of resources that are required for one to kick-start any business.

Consequently, for my company J & J Security Solutions, the following resources are needed to start-up the industry. Enough capital to start-up the headquarters arena, adequate personnel,

enough courier cars to transport personnel to different stations, K9 dogs to detect people/explosives and lastly, enough liquidity for the companies continued functioning.

### Customer Analysis

<b>Types of customers</b>	<b>Services offered</b>	<b>Operational time</b>	<b>Amount to be paid monthly</b>
<b>Individual homesteads</b>	<b>Gate guards- at least two in each gate</b>	<b>12 hours shifts x2</b>	<b>2000</b>
<b>Government Corporates/ Institutions</b>	<b>Gate guards with sniffer dogs</b>	<b>12 hours shifts x2</b>	<b>2400</b>
<b>Gated estates/ communities</b>	<b>Gate guards with sniffer dogs</b>	<b>12 hours shifts x2</b>	<b>2400</b>
<b>Public amenities</b>	<b>Gate guards</b>	<b>12 hours shifts x2</b>	<b>2400</b>

### Explanation

This chart represents the types of customers, services offered and shifts to be worked. The difference in prices is a result of the different requirements during the operational time. Different customers have different services as well; this is as a result of the difference in prices per month respectively.

### 3.3 Competitors

<b>Estimated Market Share</b>	<b>Overall Competition 70%</b>	<b>J &amp; J Security Solutions 40%</b>
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<b>Training personnel</b>	6	4
<b>Patrol services</b>	4	6
<b>Access control and traffic regulations practices</b>	5	5
<b>Consultancy services</b>	8	2
<b>Advisory services</b>	3	7
<b>Secure Transport Services</b>	6	4
<b>Technical Expertise</b>	4	4
<b>Efficiency</b>	7	3
<b>On Time Capability</b>	2	8
<b>Industry Reputation</b>	5	5

There are established companies in the industry offering the business idea desired service.

However, after close and extensive analysis, there are gaps that can be exploited and jump up the industry reputation ladder. J&J security solutions will look to offer a product line that is customized to the customer demands and expectations. Thus, the strengths and weaknesses as well as the opportunities of J&J security solutions need to be explored.

The primary objective is to increase the grade of service by improving efficiency. One way that the company will improve efficiency is by reducing redundancy where it is unnecessary and re-



employing the resources to provide a redundant system where deemed necessary. The redundant systems will mainly be technological installations at the customer premises and mobile workstations for the company.

Advertisement capacity is a useful resource of J&J security solutions. Advertising in the initial stages will be done from door to door to ensure we reach all the target market in the initial stages. The advertising will include demonstration where possible on the services offered. The sales force will be crucial in this regard and shall, in the initial stages comprise mainly of locals.

Sales promotion capacity in regard to the services that J&J security solutions will offers are also key strengths and opportunities for commanding a large market base. Once a sale has been agreed, the customer requirements will be analyzed extensively to come up with a satisfactory design and installation as per the premises current situation. To achieve quality designs, the company will consult highly qualified professionals in the industry. The pricing will be lower than for all competitors for the same level and grade of service offered.

For all installation done at customer premises, there will be a five year guarantee for all equipment with annual maintenance.

Market Segmentation will thus be a key paradigm of J&J security solutions that will be used to identify the best target audience for the optimization of the firm's revenue following administration of the services offered. The demographics, needs and preferences of the market will be used. Competitors in the security industry have a large dominance over some products and services that J&J Security Solutions offers and the need to identify an opportunity(s) that is least explored by the competitors will be the idea product and service to provide in the market.

Alternatively, J&J Security Solutions can identify unique features to confer on competitive

products and services by assessing the needs and wants of the market. Of the 10 products and services offered by the competitors, patrol services, advisory services, and technical expertise and on time capability are the least explored or suboptimal in terms of quality. Therefore, through capitalizing on patrol services and advisory services. In addition, training services to enhance the efficiency of security personnel is also lacking and is a suitable target niche for J&J Security Solutions that will be explored.

### **3.4 Competitive Advantage**

From the analysis of the competitors' position, the expected competitive advantage will be temporary since most competitors will try to adjust to the level where they can compete evenly with J&J Security Solutions. However, the upside that J&J Security Solutions holds in this regard is their endowment with patrol services, advisory services, and technical expertise and on time capability. These strengths of J&J Security Solutions will promote the growth and development of the firm leading to market dominance as far as these services are concerned. The competitors may try to develop and improve these aspects (patrol services, advisory services, and technical expertise and on time capability) of service delivery to level the competitive field with J&J Security Solutions. Promotion and further improvement of these aspects by J&J Security Solutions will surmount the threat posed by the competitors thus maintaining a competitive advantage as far as patrol services, advisory services, and technical expertise and on time capability are concerned. In case the competitors in the industry are able to match the grade of service of the company and the pricing levels, J&J Security Solutions will have achieved the desired economies of scale to make better offers to new clients while being able to expand.

### **3.5 Regulation**

The company will have annual meetings and file the necessary paper work as per the federal government requirement. The company will comply with the all taxes equipment including the required income tax and employee tax remittance. Thus, regular review of income statements and balance sheets as well as other business transactions will be performed in a legal manner that follows tax laws. Since the company will require firearms, the company will get firearm licenses which will also be reviewed periodically as per the federal government requirement. The handling of these firearms will also be under strict control to ensure that only individuals who have the necessary training can have access to possession, handling and use of firearms. The onus will be placed on these individuals should any mishandling of the firearms occur as a result of their negligence and due legal process shall be followed so that they may be fairly prosecuted in the direction of justice. With the proliferation of crime due to laxity in gun laws, these guidelines will need to be enhanced forcefully so that J&J Security Solutions does not become an agent of unlawful handling of firearms while delivering high quality security services. The company will also give health coverage for all the employees in view of employee satisfaction and the affordable care act. Fundamentally, the ACA is an entitlement of every American citizen and as such, an added insurance will be added to the employees at J&J Security Solutions so that the risks associated with this nature of work may be covered as provided by the insurance health care guidelines as far security officers are concerned.