



Salibo Security Solution Ltd is a company registered in England and Wales.

NO: 13976773. **Address:** Level 18, 40 Bank Street, Canary Wharf, Greater London, United Kingdom E14 5NR. **Phone:** +448085013887. **Email:** support@salibo.co.uk.

Website: <https://salibo.co.uk/>



Executive Summary

Business Overview

Salibo Security Solution Ltd (Salibo) is a digital platform that seamlessly connects businesses with skilled security personnel through an on-demand system, offering a convenience-driven approach similar to Uber for transportation. Salibo's mission is to redefine the security industry by offering innovative, technology-driven solutions that prioritise trust, efficiency, and social responsibility while delivering tailored services to diverse industries. Salibo was designed to address longstanding challenges in the security industry, such as inadequate monitoring, inefficient job matching, and delayed payments, issues that reduce service quality and reliability. Through an innovative platform combining real-time monitoring and community-focused training programs, Salibo connects businesses with qualified guards, creating opportunities for local development and economic growth.

Business Origins

Salibo was founded to address critical inefficiencies in the security industry, including poor job matching, insufficient oversight, and inconsistent payments, which left both businesses and security personnel underserved. Inspired by firsthand experience, Salibo was created to tackle recurring issues like delayed payments for guards, limited transparency, and unreliable service quality. The founders envisioned a digital platform that connects businesses with security personnel while



promoting fairness, transparency, and accountability through advanced technology like GPS tracking and AI-driven incident reporting. Strengthen the aspirational tone to highlight ambition.

By enhancing working conditions for security personnel and elevating service quality for clients, Salibo is setting out to redefine standards across the security industry. Salibo's journey started with deep research into the unmet needs of clients and guards, leading to a platform designed to foster trust and create win-win solutions for both parties.

Competitive Advantage

Salibo's competitive edge stems from innovative practices that set us apart from traditional security providers, redefining safety standards through technology, training, and community engagement.

- 1) **Trained Security Personnel:** Salibo ensures high standards of safety and compliance by employing rigorously trained security staff tailored to meet the unique demands of events, construction, and hospitality sectors, delivering unmatched service quality.
- 2) **Technology Integration:** With GPS tracking, AI-driven risk assessments, and incident reporting in any language, Salibo empowers clients with real-time insights, ensuring swift responses and enhancing safety standards.
- 3) **Community Engagement:** Through partnerships with job centres, refugee organisations, and local charities, Salibo builds trust and provides job opportunities, enhancing community ties and reputation within the security sector.

Financial Summary

With projected revenues of £10,764,000, Salibo's growth is fueled by innovative service offerings, strategic partnerships, and increasing market demand for reliable and technology-driven security



solutions. Salibo anticipates a 30% annual growth rate, reflecting surging demand for advanced security services as businesses prioritise real-time monitoring and efficient incident management. By introducing enhanced app features, such as AI-powered incident reporting and GPS tracking, and deepening community partnerships, Salibo is poised to achieve sustained financial success and industry leadership.

Situation Analysis

The security services industry, integral to the broader safety sector, has grown significantly due to rising urban crime rates and heightened safety concerns, particularly in metropolitan areas like London. Urban expansion and population growth have driven a surge in demand for reliable security solutions, with businesses and individuals increasingly prioritising safety measures.

Industry Overview

The security services industry plays a critical role in the safety and protection sector, experiencing rapid growth due to rising urban crime rates and increased safety concerns in metropolitan areas. With urban expansion and a growing population, the demand for dependable security solutions has surged, creating a significant market opportunity. In London, a global hub of events, business, and nightlife, the need for professional security services is paramount, and Salibo's tailored solutions address this demand effectively. Valued at £180 billion globally in 2020, the security services market is projected to grow annually at 8%, driven by increasing safety concerns among businesses and individuals. Salibo Security Solution Ltd thrives in this dynamic environment by offering a cutting-edge digital platform that seamlessly connects businesses with rigorously trained security personnel.



Key Market Trends

- I. **Technological Integration:** The security services industry increasingly embraces AI, machine learning, and mobile applications. Innovations Salibo harnesses to streamline operations, enhance real-time monitoring, and improve incident response. These technologies improve efficiency and deliver real-time data, enabling quicker decision-making and response. Salibo's app integrates GPS tracking and AI-driven reporting for immediate visibility into security operations.
- II. **Focus on Customer Experience:** In a competitive market, Salibo prioritises customer satisfaction through transparent communication, personalised services, and rapid response times, building long-term client trust. Salibo's approach combines tailored services, transparent updates, and immediate responses, fostering trust and securing lasting relationships with clients in events, hospitality, and construction.
- III. **Increased Demand for Event Security:** With the rise of concerts and festivals, Salibo meets the growing need for professional, event-specific security personnel through its real-time jobmatching platform. Salibo ensures attendee safety and regulatory compliance by offering rigorously trained personnel, real-time tracking, and tailored solutions for each event.

SWOT Analysis

Strengths

Salibo's model, inspired by Uber, offers an intuitive digital platform connecting clients with trained security personnel, setting a new standard of convenience and accessibility in the security industry. This innovation enhances convenience and positions Salibo as a leader in the security industry, appealing to both tech-savvy clients and businesses seeking modern, efficient solutions.



- I. **High Standards of Safety and Compliance:** Through rigorous training and SIA certification, Salibo ensures its personnel meet the highest safety and compliance standards, fostering trust and reliability. This dedication to excellence builds client trust, establishing Salibo as the preferred security provider for events, construction sites, and hospitality venues.
- II. **Real-Time Monitoring and Reporting:** Salibo's integrated technology provides real-time tracking and incident reporting, enabling immediate responses and ensuring unparalleled safety for clients during high-stakes events. This capability enhances our service quality, giving clients peace of mind and confidence that their safety and security are always our top priority.
- III. **Community Engagement Initiatives:** Through partnerships with refugee organisations and local job centres, Salibo uplifts marginalised groups while building trusted relationships that bolster our brand reputation. By fostering local partnerships, Salibo not only uplifts communities but also ensures client loyalty through shared values of inclusivity and social responsibility.
- IV. **Diverse Service Offerings:** From client-specific security audits to community-focused training programs, Salibo provides tailored solutions for industries like construction, events, and hospitality. This diverse portfolio not only broadens our market appeal but also solidifies Salibo's position as a comprehensive security solutions provider aligned with our mission of innovation and community impact.

Weaknesses

- a) **Dependence on Online Platforms:** Although our digital platform is a strength, it limits our reach to clients preferring face-to-face interactions; we are introducing hybrid models to bridge this gap. We are developing a hybrid model to address this,



incorporating in-person consultations, on-site demonstrations, and personalised customer engagement strategies.

- b) **Challenges in Scaling Operations:** Rapid scaling to meet increasing demand poses challenges, but we are enhancing recruitment pipelines and leveraging automation in operational workflows to ensure seamless growth. To address this, we invest in training and recruitment to onboard 100 additional security personnel per quarter while maintaining stringent quality standards. Strategic investments in recruitment and training will enable us to expand operations while consistently delivering exceptional service quality that ensures client satisfaction.

Opportunities

- A. **Growing Demand for Security Services:** With a 20% increase in public events and gatherings annually, the demand for reliable security services continues to grow, offering a significant market opportunity for Salibo. Salibo is primed to capitalise on this trend by introducing targeted marketing campaigns and diversifying service offerings, including tailored solutions for construction sites, nightclubs, and corporate events.
- B. **Technological Advancements:** By integrating AI-driven incident reporting, real-time GPS tracking, and machine learning analytics, Salibo can revolutionise service efficiency and elevate client satisfaction. By adopting cutting-edge technologies and investing in R&D, Salibo will continually offer innovative solutions that improve operational efficiency and exceed client expectations.
- C. **Partnerships with Local Businesses:** Collaborating with local businesses, such as event organisers, construction firms, and hospitality groups, will help Salibo access new client bases and strengthen our market presence. Salibo will seek partnerships aligned with our



values, fostering mutually beneficial relationships that drive growth while contributing to local community development.

D. Government Initiatives for Safety and Security: With public safety initiatives and grants like the Safer Streets Fund, Salibo aims to leverage these opportunities to enhance its operational capabilities and community programs. By pursuing government funding opportunities, Salibo will strengthen its operations and broaden its community engagement, supporting job creation and enhanced security measures.

Threats

- a) **Intense Competition:** The security industry is highly competitive, with established providers dominating the market. Salibo stands out by combining advanced technology, real-time monitoring, and tailored solutions to meet client needs. To counter this threat, Salibo conducts regular competitor analysis and adapts its offerings, such as integrating AI-driven incident reporting and community-focused hiring, ensuring a unique market position and customer satisfaction.
- b) **Economic Fluctuations:** Economic downturns may strain client budgets for security services; Salibo mitigates this by offering scalable pricing models and emphasising value-added services that maximise client ROI. Salibo remains committed to flexible pricing strategies, offering tiered packages and add-on services tailored to client budgets, ensuring accessibility and value during challenging economic times.

Marketing

Business Objectives

A. Short-term Objectives.



- Within the next year, we aim to partner with at least 50 local event organisers across industries such as entertainment, sports, and corporate events, offering tailored security solutions to enhance our visibility and reputation.
- Over the next 18 months, we will implement our incident reporting software across all operations, ensuring 100% of security personnel are trained and aiming to achieve a 90% incident reporting accuracy rate.
- Within one year, we will conduct a comprehensive market analysis using surveys, focus groups, and analytics tools to refine our service offerings and achieve a 20% improvement in customer satisfaction.
- Within the next 12 months, we will launch a targeted digital marketing campaign across social media, Google Ads, and content marketing, aiming for a 45% increase in website traffic and service inquiries. **B. Medium-term Objectives.**
- Within three years, we will introduce specialised training programs, including conflict resolution and emergency response, aiming to upskill 80% of our personnel and enhance service quality.
- Within three years, we will launch a community engagement initiative in partnership with local job centres and nonprofits, creating training and job opportunities for at least 1000 individuals from marginalised communities, fostering social impact and loyalty.
- Within three years, we aim to achieve an 80% customer retention rate by implementing enhanced customer experience initiatives, such as tailored security audits, real-time incident reporting, and biannual satisfaction surveys.
- Within three years, we will establish partnerships with at least ten technology firms to integrate AI-driven monitoring, GPS tracking, and multilingual incident reporting, improving service efficiency and achieving a 25% increase in client satisfaction.



C. Long-term Objectives

- Within five years, we aim to establish ourselves as a market leader in London's security services sector, capturing a 25% market share through cutting-edge technology, tailored services, and strategic community partnerships.
- Within five years, we will expand to at least ten additional EU, such as Switzerland, Norway, Luxembourg, Iceland, Denmark, Germany, Netherlands, France, Belgium, Ireland, Sweden, Finland, Austria, Spain, and Portugal, replicating our proven model and increasing our workforce by 75% to meet demand.



- Within five years, we will be recognised as a top employer in the security sector by implementing career progression programs, mental health support, and performance incentives, achieving 90% employee satisfaction.
- Within five years, we will launch a fully automated AI-powered incident reporting and monitoring system with multilingual capabilities, enhancing operational efficiency by 90% and setting a new industry benchmark for security services.

STP (Segmentation, Targeting, and Positioning)

1. Event Organisers and Nightclubs

a) Demographics

- Medium-income venue owners and event managers aged 25-45 in London, with a focus on the nightlife and entertainment sectors.

b) Customer Needs

- Professional crowd control to enhance guest safety.
- Compliance with health and safety regulations.
- Real-time incident reporting for rapid resolution of potential disruptions.
- Security personnel trained for high-pressure, unpredictable environments.

c) Purchasing Behaviour

- Strong preference for reliable providers with positive industry reviews.
- Decisions are influenced by Salibo's unique offerings, such as GPS tracking and AI-driven reporting.
- Attracted by Salibo's ability to train guards specifically for nightlife scenarios, ensuring tailored and effective security solutions.
- Seek long-term partnerships for recurring events, prioritising trust and proven results.

2. Community Event Organisers and Job Centres

d) Demographics

- Low-income individuals or organisations managing small-scale community events, including charity fundraisers, fairs, and public initiatives.

e) Customer Needs

- Affordable security solutions that do not compromise quality.
- Guards who are socially aware and capable of de-escalating situations in diverse environments.
- Community-oriented security personnel trained to work with vulnerable groups.
- Salibo's partnerships with local job centres and refugee organisations to source guards provide an added social impact.

f) Purchasing Behaviour

- Driven by budgets but influenced by Salibo's demonstrated commitment to community upliftment.
- OPT for Salibo's value-driven services, such as free consultation and flexible pricing tailored to local organisations' needs.
- Tend to value referrals from local networks and prioritise providers with transparent practices.

3. Hotels and Real Estate Companies

g) Demographics

- Medium-income hospitality managers and property developers aged 30-55, operating in high-demand areas like Canary Wharf and central London.

h) Customer Needs

- Highly trained security guards with a professional presentation to enhance brand image.
- Personnel skilled in customer service to provide additional value to guests or tenants.

- Site-specific solutions, such as front-desk security, access control, and surveillance monitoring.
- Advanced technological solutions like Salibo's AI-driven reports and GPS tracking to monitor property safety in real time.

i) Purchasing Behaviour

- Seek bespoke security solutions that align with their high operational standards.
- Attracted to Salibo's commitment to paying guards fairly, which improves their professionalism and morale.
- Look for providers with a strong reputation, case studies, or partnerships to validate their service quality.
- Value scalability and flexibility for large projects or seasonal increases in demand.

4. Corporate Clients

j) Demographics

- Medium to high-income executives and managers aged 35-60, working in London-based multinational corporations.

k) Customer Needs

- Comprehensive event security with discreet, professional guards trained in high-stakes environments.
- Real-time incident reporting and monitoring to ensure seamless corporate operations.
- A seamless booking system that provides quick access to licensed personnel, backed by Salibo's SIA-compliance checks.
- Assurance of safety and brand protection for high-profile events or sensitive meetings. **l)**

Purchasing Behaviour

- Value long-term service agreements with reliable security providers.



- Prioritise solutions that minimise operational disruptions while maximising safety.
- Attracted to Salibo's ongoing training for guards, including scenario-based preparation for corporate environments.
- Decisions often involve procurement teams, emphasising the need for clear value propositions and testimonials.

5. Construction Companies

m) Demographics

- Medium-income site managers and project lead aged 30-50, handling large-scale construction sites across London.

n) Customer Needs

- Guards with flexible schedules to meet dynamic site requirements.
- Expertise in access control, theft prevention, and monitoring high-value equipment.
- Customised solutions for construction-specific risks, including after-hours surveillance and incident documentation.
- Prefer Salibo's guards trained on real construction site scenarios to reduce theft and ensure rapid response during emergencies.

o) Purchasing Behaviour

- Decisions are influenced by Salibo's reputation for cost-effectiveness and real-time monitoring tools.
- Seek scalability for large projects requiring multiple personnel.
- Prefer providers with proven risk-reduction strategies and compliance with health and safety regulations.

Targeting

We have strategically chosen to focus on three key customer segments:



1. Event Organisers and Nightclubs

- This segment provides a steady demand for professional security services due to the thriving nightlife and event scene in London. Their need for crowd management, incident handling, and safety compliance aligns perfectly with Salibo's strengths.

2. Community Event Organisers and Job Centres

- Targeting this segment reinforces our mission of social responsibility. By collaborating with community organisations and job centres, we not only address their budget-conscious needs but also create job opportunities for local, often marginalised, individuals.

3. Hotels and Real Estate Companies

- These clients require high-quality security services to safeguard their guests and properties. With Salibo's customised solutions, advanced technology, and skilled personnel, this segment offers stable, long-term revenue potential.

Positioning

Salibo Security Solution Ltd. is positioned as a trusted partner in security services, blending highquality delivery with a strong focus on community upliftment.

For our target segments, we showcase

I. Professionalism and Reliability

- Through rigorously trained personnel, punctual service, and adherence to industry standards.

II. Technological Excellence

- Features like real-time monitoring and AI-driven incident reporting highlight our forwardthinking approach.

III. Community Engagement

- Collaborations with job centres and refugee organisations demonstrate our social impact and differentiate us from competitors.

Customer Decision Process

1) Recognition of Need ○ At Salibo Security Solution Ltd., we recognise that the customer journey begins with the realisation of a security need. Our diverse clientele including nightclubs, event organisers, job centres, hotels, and real estate companies, seek reliable, professional security services to uphold safety and safeguard their reputations. For nightclubs and event organisers, the need emerges from crowd control demands and the importance of effective incident management to enhance venue safety. Job centres, meanwhile, focus on affordable security solutions that provide community job opportunities. In high-profile areas like Canary Wharf, hotels and real estate companies require top-tier personnel to maintain high standards of safety and professionalism.

2) Information Search ○ After recognising their need, customers search for the best security solutions. In today's digital age, this typically starts online, where potential clients explore platforms to compare offerings. Salibo's online presence is optimised to provide comprehensive service descriptions, customer testimonials, and case studies. For those who prefer face-to-face interaction, our physical locations offer direct engagement with our knowledgeable staff. We also build visibility by partnering with industry networks and participating in key events, providing potential clients with detailed information and trusted points of contact.

3) Evaluation of Alternatives ○ As customers evaluate their options, they consider factors like service quality, pricing, reliability, and reputation. Salibo Security Solution Ltd. stands out by tailoring our offerings to match each client's unique needs. For medium-income clients, such as nightclubs and hotels, our focus on efficiency and professionalism provides high value for their investment. For community-oriented projects through job centres, our emphasis on affordability and social impact positions us as a preferred choice. Our competitive rates and commitment to



trust and convenience differentiate us from other providers, making us an attractive option across diverse customer segments. **4) Purchase Decision** ○ Once customers have evaluated their options, the next step is making a purchase decision. For Salibo Security Solution Ltd., this is the point where trust, transparency, and flexibility play a pivotal role. Our streamlined booking system, which allows businesses to secure skilled personnel on demand, ensures that the purchase process is seamless. Nightclubs and event organisers can easily book guards for specific events, while job centres and hotels benefit from clear terms, competitive pricing, and tailored service packages. We reinforce the decision-making process by offering incentives such as first-time discounts, transparent contracts, and a user-friendly digital platform that ensures clients feel confident in their investments.

5) Post-Purchase Behaviour ○ The post-purchase phase is critical for building trust and long-term relationships with our clients. Salibo Security Solution Ltd. prioritises customer satisfaction by delivering highquality services and maintaining open communication channels. For nightclubs and event organisers, we ensure follow-ups to gather feedback on crowd control and incident management services.

- For job centres, we report on how our services create job opportunities and support local communities.
- For hotels and real estate companies, we provide detailed performance reviews of deployed security personnel, showcasing their professionalism and efficiency.
- We also encourage repeat business through loyalty programmes and personalised recommendations. By continuously engaging with our clients, we foster strong relationships, turning one-time customers into long-term partners.

4P Marketing Mix: Product Strategy

Product Description



1) Security Personnel for Events

- Our highly trained security personnel excel in crowd management and safety compliance, providing event organisers with peace of mind and allowing them to focus on delivering memorable experiences.

2) Real-Time Monitoring Services

- Our cutting-edge real-time monitoring services provide instant oversight of security operations, enabling swift incident responses and ensuring continuous vigilance to safeguard client interests.

3) Incident Reporting Software

- Our intuitive, multilingual incident reporting software allows security personnel to log incidents in real time, attach photos, and provide comprehensive details, ensuring rapid action and full transparency for clients.

4) Community Engagement Initiatives

- Through partnerships with organisations like English Plus and Tower Hamlets, we provide training and employment in the security sector, fostering community growth, inclusion, and lasting economic empowerment.

5) Client-Specific Security Audits

- Our tailored security audits meticulously identify vulnerabilities and recommend robust safety protocols, delivering precision-engineered solutions that align with each client's unique requirements.

Product Differentiation

A. Security Personnel for Events



- Our personnel undergo specialised training and hold certifications that ensure unparalleled expertise and adherence to the highest safety standards, setting us apart from generic providers.

B. Real-Time Monitoring Services

- Our real-time monitoring services, which deliver immediate insights and responses, provide clients with unmatched assurance and operational control, elevating their safety standards.

C. Incident Reporting Software

- Our multilingual, real-time incident reporting software empowers clients to manage diverse teams and complex scenarios efficiently, ensuring clarity and responsiveness across all operations.

D. Community Engagement Initiatives

- By partnering with local communities and refugee groups, we drive meaningful social impact, offering new career pathways while strengthening our reputation as a socially conscious and inclusive business.

E. Client-Specific Security Audits

- Our customised security audits proactively address risks and optimise safety measures, ensuring clients receive adaptive, high-impact solutions tailored to their specific environments.

Product Development

1) Security Personnel for Events

- We continually enhance our training programmes with cutting-edge safety protocols, advanced crowd management techniques, and world-class certifications from partners



like Asset Protection and PMY to ensure our personnel set the gold standard for event security.

2) Real-Time Monitoring Services

- By integrating AI-driven analytics, IoT devices, and cloud-based platforms, we deliver state-of-the-art monitoring services that provide seamless oversight and rapid incident response, setting us apart from traditional security providers.

3) Incident Reporting Software

- Our software development team integrates AI-driven analytics, intuitive interfaces, and multilingual capabilities, enabling real-time logging, detailed reports, and actionable insights for comprehensive incident management.

4) Community Engagement Initiatives

- In partnership with English Plus, Tower Hamlets, and Norwich City organisations, we expand our training programmes to unemployed individuals and refugees, creating pathways for employment and fostering meaningful community upliftment.

5) Client-Specific Security Audits

- Our tailored security audits incorporate the latest risk analysis methodologies and technology trends, offering clients proactive strategies to address vulnerabilities and optimise safety protocols.

Product Branding

6) Security Personnel for Events

- Our personnel are branded as the pinnacle of professionalism and reliability, reinforced by immersive VR training modules powered by PMY and Asset Protection, making us the preferred choice for elite event security.

7) Real-Time Monitoring Services



- Branded as the ultimate solution for proactive security management, our monitoring services offer unmatched vigilance and rapid response capabilities, ensuring clients' safety and peace of mind.

8) Incident Reporting Software

- Positioned as an essential tool for efficient and transparent incident management, our software offers multilingual, user-friendly features and AI-driven reporting capabilities to meet diverse client needs.

9) Community Engagement Initiatives

- Our community programmes, powered by partnerships with Tower Hamlets and English Plus, are branded as beacons of social responsibility, enabling economic upliftment and community empowerment through job creation and skill development."

10) Client-Specific Security Audits

- Branded as bespoke, data-driven security solutions, our audits leverage Salibo's advanced risk management expertise to proactively fortify safety protocols, tailored to each client's unique operational needs.

Introduction to Value-Based Pricing

- Salibo Security Solution Ltd. implements a value-based pricing strategy that reflects the distinctive benefits of our services, such as real-time monitoring, multilingual incident reporting software, and community-focused initiatives. This approach positions us as a leader in delivering customised, high-quality security solutions while ensuring affordability and competitive pricing.
- **15% Commission Model: A Win-Win Approach**
 - Our 15% commission model creates a balanced value proposition for both clients and security personnel.

- **Enhanced Security Personnel Salaries**

- A portion of the commission increases personnel wages. For instance, a typical hourly rate of £12.00 is elevated to £17.00 under Salibo, improving worker motivation and retention.

- **Reduced Client Costs**

- Clients save on their total security investments through optimised operations and technology integration.
- For example; A client previously paying £7,200 per week can save approximately £1,080 with Salibo while benefiting from enhanced service quality.

- **Transparency and Accountability**

- By integrating real-time tracking and reporting technologies, clients have a clear view of service delivery, ensuring maximum value for their investment.

- **Social Responsibility as a Value Driver**

- Our pricing reflects more than just service costs it integrates our commitment to community upliftment. Initiatives such as collaborations with English Plus and Tower Hamlets highlight our role in creating meaningful employment opportunities, particularly for marginalised communities and refugees.
- This added layer of social responsibility resonates strongly with socially conscious clients, enhancing Salibo's appeal while contributing to measurable social impact.

- **Client-Specific Pricing Adaptations**



▪

Our value-based pricing strategy is informed by data-driven insights gathered through surveys, competitor benchmarking, and focus groups. It ensures flexibility across various customer segments:

○ **Event Organisers and Nightclubs**

- Premium pricing for these clients reflects the complexity of managing large-scale events with advanced safety measures, including real-time monitoring and on-demand incident reporting.
- For example, a high-profile nightclub requiring 20 personnel for 24/7 coverage benefits from tailored, efficient solutions at competitive rates.

○ **Community Organisations and Job Centres**

- Affordable, socially-driven pricing ensures accessibility for budget-constrained clients while maximising social impact. Customised solutions include security personnel training programs and community-driven hiring practices.

○ **Hotels and Real Estate Companies**

- Tiered pricing allows these clients to bundle services such as bespoke security audits, training, and multilingual reporting, creating tailored solutions that align with their specific needs.

○ **Dynamic and Flexible Pricing Mechanisms**

- Our adaptable pricing models cater to diverse market needs

○ **Pricing for Large Events**

- Rates scale based on event size and risk levels, ensuring clients pay for exactly what they need.

○ **Flexible Bundling for Corporates**

-
- Corporate clients can choose comprehensive packages, such as security audits and advanced monitoring, which offer cost-efficiency and streamlined services.
- **Customised Community Plans**
Socially-focused pricing enables organisations to access top-tier services without exceeding budgetary limits.
- **Sustained Competitiveness Through Client Engagement**
 - Salibo actively engages with clients via surveys, feedback sessions, and ongoing market analysis to continuously refine pricing.
- **This approach ensures**
 - Alignment with client perceptions of value.
 - Continuous improvements in service delivery.
 - Long-term client loyalty through transparent and tailored pricing.
 - For example, feedback from Canary Wharf clients has led to the introduction of specialised training programs for personnel deployed in high-risk environments, further justifying premium pricing for added expertise.
- **Key Benefits of Salibo's Pricing Strategy**
 - **Fair Wages:** Security personnel benefit from competitive salaries that foster motivation and commitment.
 - **Reduced Costs:** Clients save on overall expenses while receiving superior, tech-enhanced security services.
 - **Social Impact:** Community-focused pricing supports job creation and economic growth.
 - **Client Satisfaction:** Tailored solutions address specific needs, driving long-term

▪

relationships and loyalty.

This refined strategy, anchored in value, innovation, and social responsibility, solidifies Salibo Security Solution Ltd. as the preferred choice for security services. By integrating affordability, advanced technology, and community upliftment, we offer unmatched value in the evolving security market.

Service Strategy

At Salibo Security Solution Ltd., our service strategy is built on delivering exceptional customer experiences and fostering long-term client loyalty. We prioritise professionalism, reliability, and trust in every client interaction, recognising that safety and security are fundamental to their peace of mind.

a) Comprehensive Employee Training

We believe that high-quality service begins with well-trained employees. Our security personnel undergo rigorous training programmes designed to prepare them for diverse scenarios, including:

- **Crowd Management:** Ensuring the smooth flow and safety of large groups during events.
- **Emergency Response:** Responding swiftly and effectively to crises, minimising risks.
- **Advanced Communication Skills:** Engaging professionally with clients and the public to maintain a reassuring presence.
- **Technology Proficiency:** Training on real-time monitoring systems and multilingual incident reporting software to ensure accurate and efficient operations.

b) Proactive Client Engagement

We foster a culture of continuous improvement by maintaining open and consistent communication with clients. Our employees regularly:

- **Engage with Clients:** Understand evolving needs and expectations through direct



▪

interaction.

- **Provide Timely Feedback:** Address concerns and refine services based on real-time feedback.
- **Deliver Tailored Solutions:** Offer customised services that align with specific client requirements, such as bespoke security audits or enhanced monitoring systems.

c) Commitment to Community Engagement

As part of our service strategy, we embed community impact into our business model by:

Partnering with local job centres and organisations like English Plus to train and employ individuals from underserved backgrounds, including refugees.

- Supporting economic growth by creating jobs and providing skills-based training that empowers individuals within the communities we serve.
- Encouraging client involvement in community initiatives, and creating opportunities for businesses to engage with and support local causes.

d) Commitment to Excellence

- By combining top-tier training, proactive communication, and community partnerships, Salibo Security Solution Ltd. ensures that our services meet the highest standards of quality and effectiveness. We aim to build lasting relationships based on mutual trust, respect, and shared values, positioning Salibo as the preferred partner for security solutions in London and beyond.

Advertising Strategy

A. Digital Advertising Campaign

Objective: Boost brand awareness and attract clients from targeted segments using a data-driven digital advertising approach. **B. Activities** ○ **Platform Ads:** Create targeted advertisements on



■

Google Ads, LinkedIn, Facebook, and Instagram, highlighting Salibo's unique features, such as real-time monitoring, multilingual incident reporting, and community engagement initiatives. Incorporate engaging content like videos, infographics, and testimonials from satisfied clients to establish credibility and showcase our impact.



- **SEO Integration:** Optimise Salibo's website with strategic SEO keywords such as security services London, event security solutions, and on-demand security, ensuring top rankings in search engines.
- **Group Convert Collaboration:** Partner with Group Convert to capture potential client leads directly from Facebook groups, turning group members into business opportunities by leveraging custom opt-in forms and CRM integrations.

C. Implementation Timeline

- **Week 2-3:** Perform in-depth market research to identify impactful keywords, ad platforms, and content formats. Develop creative ad visuals and materials.
- **Week 3-4:** Launch the campaign on selected platforms, focusing on segmented targeting for event organisers, nightclubs, and corporate clients.

D. Ongoing

- Monitor KPIs like click-through rates (CTR), conversions, and engagement.
- Optimise ad performance by adjusting targeting, visuals, or content monthly.
- Share monthly reviews with stakeholders to refine strategies.

Partnership with Event and Nightlife Influencers

Objective: Leverage influencer marketing to enhance visibility among event organisers, nightlife venues, and their audiences, building brand credibility.

E. Activities

- **Influencer Collaboration:** Partner with influencers popular in the nightlife and event management sectors who resonate with Salibo's mission and target audience. Develop cobranded campaigns where influencers share their experiences with Salibo's security services, highlighting real-time monitoring, reliability, and professionalism.



- **Event/Webinar Hosting:** Host co-branded webinars or joint events focusing on security best practices for nightlife venues. Discuss Salibo's technological advancements and community upliftment strategies.
- **Social Media Activation:** Encourage influencers to post videos and behind-the-scenes content of events managed by Salibo, creating a buzz around our professional services.

F. Implementation Timeline

- **Week 1:** Identify high-impact influencers with large, relevant followings in events, nightlife, and community engagement. Initiate partnerships and establish collaboration terms.
- **Week 2- 4:** Co-create engaging content and launch influencer campaigns across platforms. Plan webinars or on-site events with influencers to showcase Salibo's expertise.
- **Month 2 Onward:** Evaluate engagement metrics (e.g., likes, shares, mentions) and refine influencer collaborations based on performance insights.

Strategic Partnerships

Objective: Strengthen Salibo's presence in key sectors like education, events, and hospitality through impactful collaborations. **G. Key Partnerships:**

- **Yell Business, Step Social & British Media:** Collaborate to amplify digital marketing efforts, focusing on elevating Salibo's social media presence and brand story.
- **Educational Institutions:** Work with Queen Mary University of London and UK Platinum Education Services to supply trained security personnel for events and educational premises.
- **PR Advocacy with Pathos Communication:** Leverage high-impact articles and press releases to build trust in Salibo's commitment to security innovation and community support.



- **Innovative Pricing Model:** Salibo offers competitive rates by taking a 15% commission from client investments, and redistributing earnings to increase security officer salaries while reducing client expenditure.
- **Instant Payments:** Use partnerships like Stripe for immediate post-shift payments, removing financial barriers and ensuring satisfaction for security personnel and clients alike.
- **Community Building:** Salibo fosters a diverse community of security professionals, brand ambassadors, and engineers, prioritising underrepresented backgrounds.
- **Customer Feedback Loop:** Implement a unidirectional feedback system, ensuring fairness and a secure environment for both clients and security personnel.

Community Engagement and PR Campaign

Objective: To solidify Salibo's reputation as a socially responsible company by showcasing its community engagement initiatives and fostering deeper connections with the local and global community.

H. Activities

- **PR Campaign:** Highlight Salibo's partnerships with refugee organisations and job centres (e.g., English Plus and Tower Hamlets). Share impactful success stories of how Salibo has created job opportunities and transformed lives.
- **Community Events:** Host workshops and training sessions in collaboration with local organisations to showcase our dedication to economic and social upliftment. Organise community networking events to discuss security industry challenges and opportunities.
- **Media Engagement:** Leverage local media outlets and press releases to amplify Salibo's community impact, focusing on its role in empowering marginalised groups and fostering safety.



I. Implementation Timeline

- Week 1-2: Develop a comprehensive PR strategy, including content creation and identifying key media partners and local organisations.
- **Week 3-5:** Execute the PR campaign by launching press releases, hosting community events, and engaging with local media.
- **Ongoing:** Build long-term relationships with community partners and sustain awareness of initiatives via newsletters and social media campaigns.

Targeted Email Marketing

Objective: To directly engage with potential clients through personalised email campaigns, offering tailored information and services that address their specific needs.

J. Activities

- **Email List Development:** Compile and segment email lists by industry and client needs (e.g., event organisers, real estate companies, community projects).
- **Customised Campaigns:** Craft personalised email content showcasing Salibo's offerings (e.g., real-time monitoring, incident reporting, and community impact). Offer introductory discounts or tailored services to engage new clients.
- **Automation:** Use automated email sequences to guide leads through the sales funnel, from awareness to conversion.

K. Implementation Timeline

- **Week 1:** Develop the email list and segment it based on target audiences. Create professional email templates.
- **Week 2-3:** Launch the email campaign, sending tailored content to each segment and setting up automation sequences.

- **Ongoing:** Monitor engagement metrics like open rates and conversions, refining email strategies for better performance.

Local Networking and Sponsorships

Objective

To foster relationships and enhance brand visibility within the local business ecosystem by participating in and supporting community events and initiatives.

L. Activities

- **Networking Events:** Attend business meetups, trade shows, and local industry forums to connect with potential clients and partners. Use these events to showcase Salibo's value propositions and discuss its impact on the community.
- **Sponsorship Opportunities:** Sponsor local events or causes that align with Salibo's mission, such as workshops, safety training sessions, or cultural events.
- **Host Salibo-Led Events:** Organise seminars or networking meetups to highlight Salibo's innovative solutions and industry expertise.

M. Implementation Timeline

- **Week 1-2:** Research and identify relevant local events and sponsorship opportunities. Plan and prepare materials for Salibo's events.
- **Week 3-6:** Attend selected events, launch sponsorships, and host Salibo-led initiatives. Maintain relationships with key contacts and organisations for potential partnerships and collaborations.

Operations

i. Platform Development and Maintenance

- Our team continuously enhances the Salibo platform with regular updates, security patches, and feature enhancements such as real-time monitoring and multilingual support. These



ensure seamless connectivity, exceptional user experiences, and system reliability for both clients and security personnel.

ii. Recruitment and Training of Security Personnel

- We recruit and train security personnel using innovative approaches, including VR simulations with partners like PMY and Asset Protection. Training includes advanced crowd management, emergency response, and safety compliance tailored to diverse environments such as events, nightlife, and hotels.

iii. Real-Time Monitoring and Incident Response

- Our real-time monitoring integrates advanced surveillance systems with Salibo's incident reporting tools, providing immediate visibility and enabling swift responses. Our dedicated team ensures incidents are addressed promptly, maintaining safety and operational continuity.

iv. Incident Reporting and Communication

- With multilingual, AI-driven incident reporting software, security personnel log incidents in real-time, attach relevant details like photos and communicate swiftly. This ensures transparent and effective resolution of security concerns.

v. Community Engagement and Partnerships

- Collaborating with organisations like English Plus, Tower Hamlets, and job centres, we provide marginalised communities with training and employment opportunities. Through workshops and partnerships, these initiatives will create hundreds of job opportunities and support economic growth.

vi. Client-Specific Security Audits

- We conduct tailored security audits using advanced tools like AI-driven analytics to assess vulnerabilities and safety protocols. These bespoke solutions address specific client needs across sectors such as events, real estate, and construction.

KPIs (Key Performance Indicators) vii.

Platform Uptime

- **Definition:** The percentage of time the platform operates without interruptions.

viii. Target: 99.9% uptime.

- **Tracking:** Monitored via automated tools to address downtime instantly, ensuring uninterrupted service delivery.

ix. Security Personnel Retention Rate

- **Definition:** Percentage of personnel retained over time.

x. Target: 85% retention rate.

- **Tracking:** Enhanced through professional growth opportunities, competitive compensation, and advanced training programs.

xi. Incident Response Time

- **Definition:** Average time to respond to reported incidents.

xii. Target: Under 5 minutes.

- **Tracking:** Real-time monitoring ensures rapid mitigation of risks and client safety.

xiii. Client Satisfaction Score

- **Definition:** A metric from client feedback and surveys.

xiv. Target: Satisfaction rate of 90% or above.

- **Tracking:** Regular Net Promoter Score (NPS) evaluations and detailed surveys guide improvements.

xv. Community Engagement Impact



- **Definition:** Measured by participation in initiatives and employment outcomes.

xvi. **Target: 200+ jobs annually.**



Tracking: Participation rates, feedback, and economic upliftment outcomes are regularly monitored and reviewed.

xvii. Community Engagement Goals

- **Job Creation and Skill Development:** Provide training and employment opportunities for at least 200 individuals from marginalised communities by Q1 2025 through partnerships with English Plus, Tower Hamlets, and UK Platinum Education Services.

xviii. Training Initiatives

- Launch comprehensive training sessions using VR simulations with partners like PMY and Asset Protection, ensuring participants are equipped with the skills needed for diverse security scenarios.

xix. Economic Upliftment

- Support marginalized communities by integrating at least 150 refugees and unemployed individuals into the workforce, enhancing economic mobility through employment and education.

xx. Community Workshops and Campaigns

- Host 10+ workshops and public awareness campaigns in collaboration with local community organisations, targeting participation and skill development by Q1 2025.

xxi. Social Responsibility Framework

- Establish a long-term support framework for continuous community engagement, measured quarterly to ensure alignment with social impact goals.

Operations and Training Strategy with Detailed Investment Overview

At Salibo Security Solution Ltd, our mission is to deliver exceptional, community-focused security services that address the evolving needs of our clients while uplifting local communities. Our



•

operations are driven by a robust framework of quality control, strategic investment, and innovative training programs, ensuring excellence in every aspect of our services.

A. Quality Control

Ensuring Excellence in Products and Services. We maintain high standards of quality through meticulous processes that enhance service delivery and client trust.

1. Rigorous Recruitment and Training

- All security personnel are required to possess an SIA badge, verified through extensive background checks.
- Our training programs cover essential areas such as crowd management, emergency response, and situational preparedness through real-life simulations at venues like Hoxton Dock in East London. These simulations take place during off-peak hours, such as weekdays, ensuring realistic, hands-on experience in controlled environments.

2. Advanced Real-Time Monitoring and Incident Reporting

- Our state-of-the-art surveillance systems integrate AI-driven incident reporting tools with multilingual support, ensuring rapid, inclusive, and efficient communication.
- Regular system updates and a dedicated IT team guarantee uninterrupted service reliability.

3. Client and Community Feedback Loops

- Continuous engagement with clients and community partners provides actionable insights, informing service improvements.
- Feedback from these stakeholders drives the development of adaptive training modules and operational refinements.

4. User-Centric Incident Reporting Software

- Our incident reporting software features a user-friendly design, multilingual support, and AI-powered analytics, enabling real-time incident logging and effective issue resolution. Regular audits and feedback sessions ensure the software evolves to meet the dynamic needs of both personnel and clients.

B. Implementation Plan

Strategic Allocation of Resources. To achieve our goals effectively, we have outlined a phased implementation plan with clear investment priorities.

1. Marketing and Customer Acquisition

I. Budget: £100,000

- **Focus:** Implement targeted campaigns to increase client inquiries by 30% by Q2 2025.
- **Initiatives:** Digital advertising, partnerships with influencers, and community outreach programs.
- **Milestones:** Increased brand visibility and a significant boost in inquiries.

2. Training and Development for Security Personnel and Brand Ambassadors

II. Budget: £100,000

- **Focus:** Expand real-life simulation training and integrate 10-minute video modules customized for specific sectors.
- **Partnerships:** Collaborate with PMY and Asset Protection to deliver advanced VR-based and situational training programs.
- **Timeline:** All training enhancements to be fully operational by Q1 2025.

3. Incident Reporting Software and GPS Tracking System

III. Budget: £120,000

- **Focus:** Improve the software's user interface, integrate multilingual support, and implement advanced AI analytics.



-

- **Launch:** Full deployment by mid-2025.

4. Technology Infrastructure

IV. Budget: £80,000

- **Focus:** Enhance server capabilities, improve data security, and scale infrastructure to support future growth.
- **Timeline:** Complete upgrades by Q2 2025.

5. Ongoing Maintenance and Operational Expenses

V. Budget: £100,000

- **Scope:** Cover regular updates, maintenance, rent, legal fees, and repayment of outstanding loans.
- **Review:** Conduct quarterly assessments to ensure cost-effectiveness and efficiency.

Comprehensive Partnerships for Enhanced Training

1. Real-Life Simulation Training

- Conducted in collaboration with venues such as Hoxton Dock, these simulations provide hands-on preparation for environments like nightlife, retail, and construction sectors.
- Designed to replicate real-world challenges, the training ensures personnel are well-equipped to handle complex scenarios with confidence.

2. Community and Employment Initiatives

- Partnerships with Tower Hamlets and Norwich City Job Centres provide training and job opportunities for marginalized individuals.
- Support from Queen Mary University of London ensures participants gain practical training alongside academic pursuits, fostering both professional and personal growth.

Multimedia Training Tools



1. Sector-Specific Video Training Modules

10-minute videos are automatically assigned based on personnel shift history. For instance, a guard completing five retail shifts will receive tailored training videos on conflict resolution and operational efficiency, followed by MCQs to reinforce learning.

2. Adaptive Training Modules

- Customized to equip personnel with actionable skills directly applicable to their specific roles, ensuring immediate job readiness and sector-specific expertise.

3. Strategic Collaborations

- Collaborations with industry leaders like PMY and Asset Protection guarantee that training programs remain cutting-edge and impactful.

Investment Overview

The total investment allocated to operational enhancements and training programs amounts to £500,000, distributed as follows.

A. Marketing and Customer Acquisition: £100,000

B. Training and Development Initiatives: £100,000

C. Incident Reporting Software and GPS Tracking: £120,000

D. Technology Infrastructure Upgrades: £80,000

E. Maintenance and Operational Expenses: £100,000 **Objective and Timeline**

By Q1 2025, Salibo aims to

- Launch enhanced real-life simulation training programs in London and Norwich City.
- Fully integrate AI-driven incident reporting tools with multilingual capabilities across all operations.



-
- Provide tailored 10-minute training videos to over 90% of active security personnel, ensuring consistent quality and expertise.
- Achieve seamless scalability with upgraded infrastructure to meet growing client and operational demands.

Technology Strategy

At Salibo Security Solution Ltd., we leverage cutting-edge technology to revolutionize the security service industry. Our technology strategy is designed to enhance efficiency, improve user experience, and ensure robust data security, all while supporting our goal of providing community-focused security solutions.

A. Technology Selection

1. Cloud-Based Platform

- Usage: Our operations are anchored on a cloud-based platform that ensures flexibility, scalability, and accessibility. This system supports both our online and physical services, enabling efficient resource management across various locations.
- Benefits: Cost-effective and scalable, the cloud platform facilitates seamless integration with other technologies and provides real-time data access from anywhere, enhancing operational agility.

2. Mobile Application Development

- Platforms: We will develop intuitive mobile applications for both Android and iOS, designed to connect business owners with security personnel effortlessly.
- Features: The app will support features such as bookings, incident reporting, and real-time communication, all integrated within a user-friendly interface to ensure ease of use for all stakeholders.



3. Real-Time Data Analytics

Implementation: By incorporating real-time data analytics, we can continuously monitor security operations and assess performance metrics, enabling us to respond promptly to evolving situations and optimize resources.

- Impact: This technology empowers us to make data-driven decisions that enhance service delivery and improve client satisfaction, reflecting our commitment to excellence and innovation.

4. Multi-language Support Software

- Purpose: To address the diverse linguistic needs of our clientele and workforce, our systems will include multi-language support, ensuring clear and effective communication across all channels.
- Advantages: This inclusivity fosters a welcoming environment for employees and clients from various backgrounds, enhancing teamwork and customer service.

5. Cybersecurity Solutions

- Security Measures: We implement state-of-the-art cybersecurity measures to protect sensitive information and ensure compliance with the latest data protection regulations.
- Trust and Compliance: These robust measures safeguard client data against breaches, maintaining trust and fulfilling our legal and ethical responsibilities.

Expected Technology Contribution

1. Enhanced Efficiency

- The cloud-based platform will minimize manual processes, enabling us to allocate resources more effectively and reduce operational costs.

2. Improved User Experience



-
- Our mobile application will revolutionize how clients interact with our services, providing a streamlined experience from booking to service delivery.

3. Informed Decision-Making

- Real-time analytics provide a comprehensive overview of operations, helping us to identify trends, anticipate needs, and adjust strategies proactively.

4. Inclusive Communication

- Multi-language support breaks down barriers, ensuring that all team members and clients can interact seamlessly and effectively.

5. Data Protection

- Our cybersecurity initiatives are crucial for protecting operational integrity and client data, reinforcing Salibo's reputation as a reliable and secure service provider.

Commitment to Technological Excellence

- At Salibo, we are committed to using technology not just as a tool, but as a driving force for innovation and community engagement. By the end of Q1 2025, our technology implementations will be fully operational, setting new industry standards for security services and demonstrating our leadership in integrating technology for enhanced security solutions.

Technology Requirements and Implementation

At Salibo Security Solution Ltd., we prioritize cutting-edge technology to ensure efficiency, security, and seamless service delivery. Below is a detailed outline of the technology requirements and the strategic implementation plan.

Technology Requirements

B. Cloud-Based Platform

- Hardware: Reliable servers with backup capabilities for data security and operational



continuity.

- Software: Cloud service providers such as AWS or Microsoft Azure, offer robust and scalable solutions.

Network: High-speed internet connectivity to enable seamless access for users and employees.

C. Mobile Application Development

- Hardware: Development computers equipped with high processing power to support app design and coding.
- Software: Tools like Android Studio and Xcode for efficient app development and maintenance.
- Network: Stable internet connections for updates, testing, and app maintenance.

D. Real-Time Data Analytics

- Hardware: High-performance servers capable of managing and analysing large datasets efficiently.
- Software: Advanced tools such as Tableau and Power BI for insightful data visualization and reporting.
- Network: Secure, high-speed networks to ensure real-time data transfer and accessibility.

E. Multi-language Support Software

- Hardware: Standard computers and mobile devices for client and staff use.
- Software: Integration with language translation APIs (e.g., Google Translate API) and support libraries for effective multilingual communication.
- Network: Reliable internet connectivity to enable real-time language processing.

F. Cybersecurity Solutions

- Hardware: Firewalls, intrusion detection systems, and other security appliances.

-
- Software: Comprehensive tools for antivirus, anti-malware, and data encryption to protect sensitive information.
- Network: Secure VPNs and encrypted connections to safeguard against data breaches.

Technology Implementation

1. Identify Needs

- Conduct a detailed analysis of Salibo's operational objectives and pain points.
- Identify areas requiring technological upgrades or new solutions, such as real-time monitoring or AI-driven analytics.

2. Select Vendors

- Research top-tier vendors based on scalability, cost-efficiency, and reputation.
- Evaluate proposals from vendors like AWS, Tableau, and cybersecurity solution providers, ensuring alignment with our goals.
- Conduct interviews and pilot programs with shortlisted vendors before finalizing agreements.

3. Develop and Customize Solutions

- Collaborate with vendors to tailor solutions to Salibo's unique needs.
- Example: Customizing incident reporting software with multilingual support and AI analytics to align with operational goals.

4. Testing and Quality Assurance

- Perform rigorous testing across all platforms to ensure functionality, reliability, and scalability.
- Include stakeholders and end-users in beta testing for comprehensive feedback.

5. Deployment

- Implement technology in phases to minimize operational disruptions.
- Begin with high-priority areas, such as real-time monitoring and mobile app deployment, followed by secondary features.



- Deliver comprehensive training programs for employees and clients to facilitate smooth adoption.

6. Monitor and Evaluate

Establish performance benchmarks for all systems.

- Continuously gather feedback from employees and clients to ensure the technology meets expectations.
- Use monitoring tools to identify and address issues proactively.

Expected Outcomes

1. **Operational Efficiency:** Cloud platforms and real-time analytics reduce manual work and optimize resource allocation.
2. **Enhanced User Experience:** Mobile apps and multilingual software ensure seamless communication and ease of use for clients and staff.
3. **Security and Compliance:** Robust cybersecurity measures protect client data and maintain legal compliance.
4. **Scalability and Growth:** The cloud-based infrastructure allows Salibo to expand operations across multiple locations seamlessly.

Technology Management and Digital Strategy

At Salibo Security Solution Ltd., we are committed to leveraging cutting-edge technology and digital tools to enhance service delivery, improve efficiency, and ensure client satisfaction. Below is a detailed outline of our Technology Management and Digital Strategy, designed to position Salibo as a leader in the security services industry.

G. Technology Management

1. Regular Maintenance

- Objective: Ensure optimal system performance and reliability.



-
- Implementation: Schedule periodic maintenance checks for all technological systems.
- Perform updates on hardware and software to fix bugs, improve security, and optimize performance.



-

Use automated monitoring tools to flag potential issues proactively.

2. Upgrades

- Objective: Keep technology systems competitive and aligned with the latest advancements.
- Implementation: Establish a technology watch team to track emerging trends.
- Budget for scheduled upgrades of key systems, such as real-time monitoring and mobile applications, every 12-18 months.
- Pilot and evaluate new technologies before full-scale implementation.

3. Data Management

- Objective: Safeguard sensitive client and company data while ensuring data accessibility.
- Implementation: Implement cloud-based backups and disaster recovery protocols.
- Use encrypted storage systems to secure client and operational data.
- Monitor data access with permission-based controls to reduce risks.

4. Security Protocols

- Objective: Protect against cyber threats and system breaches.
- Implementation: Conduct biannual security audits to identify vulnerabilities.
- Train employees on cybersecurity best practices, including phishing awareness and password hygiene.
- Develop a comprehensive incident response plan for timely threat resolution.

Digital Strategy

1. Enhancing Online Presence

- Objective: Create a user-friendly, search-engine-optimized website.
- Implementation: Design a mobile-responsive, intuitive website showcasing Salibo's services, success stories, and customer testimonials.



-

Optimize for search engines using relevant keywords such as "security services London" and "real-time monitoring."

- Include live chat functionality for real-time customer engagement.

2. Leveraging Social Media Platforms

- Objective: Build a vibrant online community and boost brand visibility.
- Implementation: Maintain active profiles on LinkedIn, Facebook, Twitter, and Instagram.
- Share weekly updates, including security tips, case studies, and team spotlights.
- Run targeted ad campaigns to increase engagement with specific demographics, such as event organisers and corporate clients.

3. Utilising Data Analytics

- Objective: Inform decision-making with actionable insights.
- Implementation: Use analytics tools like Google Analytics and Power BI to track user behaviour and engagement on digital platforms.
- Monitor conversion rates from digital campaigns to assess performance.
- Use data insights to refine marketing strategies and improve customer experience.

4. Building a Secure Digital Environment

- Objective: Earn client trust through robust digital security.
- Implementation: Invest in firewalls, encryption tools, and secure VPNs.
- Implement multi-factor authentication for all internal systems.
- Regularly conduct penetration tests to assess system vulnerabilities.

5. Developing a Mobile Application

- Objective: Enhance client convenience and accessibility.

-
- Implementation: Design an intuitive mobile app for iOS and Android to enable bookings, realtime monitoring, and incident reporting.
Include features like multilingual support, push notifications for incident updates, and secure payment options.
- Roll out beta testing with key clients before full-scale deployment.

6. Expanding Digital Marketing Efforts

- Objective: Drive customer acquisition through online channels.
- Implementation: Launch search engine marketing (SEM) and pay-per-click (PPC) campaigns targeting London and key UK cities.
- Develop engaging ad content, including videos and infographics highlighting Salibo's unique offerings.
- Monitor click-through rates (CTR) and adjust campaigns for optimal ROI.

7. Implementing CRM Systems

- Objective: Improve client relationship management.
- Implementation: Deploy a CRM platform like Salesforce to centralize client data, track interactions, and manage leads.
- Automate follow-ups and track client inquiries to ensure timely and effective communication.
- Use CRM analytics to measure client satisfaction and loyalty metrics.

8. Fostering Community Engagement Online

- Objective: Strengthen ties with communities and partners.
- Implementation: Host monthly webinars and virtual town halls for community discussions.

-
- Create a dedicated section on the website showcasing community initiatives, training opportunities, and success stories.
- Utilise online forums to gather feedback and share insights with partners.

9. Integrating AI and Automation

- Objective: Enhance operational efficiency and accuracy.
Implementation: Automate routine tasks like incident reporting and analytics generation.
- Use AI for predictive analytics in security audits and personnel deployment.
- Integrate chatbot functionality into the website for immediate client assistance.

10. Continuous Digital Innovation

- Objective: Stay ahead of market trends and technological advancements.
- Implementation: Conduct quarterly reviews of the digital strategy to identify improvement opportunities.
- Set up innovation workshops to explore emerging tools like blockchain for security and logistics.
- Partner with tech startups to pilot cutting-edge solutions.

Technology and Digital Strategy Impact

1. Client Experience:

- Enhanced convenience through a streamlined mobile app.
- Reliable service through secure, user-friendly platforms.

2. Operational Efficiency

- Automated processes reduce manual errors and free up resources for core activities.
- Real-time insights improve decision-making and resource allocation.



-

3. Community Engagement

- Online forums and webinars foster knowledge sharing and collaboration.

4. Competitive Edge

- Continuous innovation ensures Salibo stays ahead in the security services market.

Management Structure

Organizational Hierarchy

SALIBO SECURITY SOLUTION LTD. operates with a clear and efficient organizational hierarchy designed to ensure effective management and streamlined operations. The structure is as follows:

- ❖ **Chief Executive Officer (CEO).** Oversees the company's strategic vision, aligns all departments with the business's goals, and serves as the public face of the organisation.
- ❖ **Chief Operations Officer (COO).** Manages day-to-day operations and collaborates with department managers to enhance process efficiency and address logistical challenges.
- ❖ **Chief Technology Officer (CTO).** Leads technology initiatives, ensuring the digital platform aligns with current and future business needs.
- ❖ **Chief Marketing Officer (CMO).** Develops marketing strategies to boost brand awareness, customer engagement, and market positioning.

Reporting directly to these executives are department managers, who oversee:

1. Security Operations
2. Technology Development
3. Marketing and Communications
4. Client Relations and Sales
5. Community Engagement

Decision-Making Process

At SALIBO SECURITY SOLUTION LTD., the decision-making process balances collaboration and data-driven insights.

- ❖ **Strategic Decisions.** Made collaboratively at the executive level, incorporating insights from department managers and client feedback. These decisions focus on long-term growth, technology investments, and partnerships.
- ❖ **Operational Decisions.** Department managers are empowered to act swiftly on data insights and frontline feedback, ensuring agility in responding to client needs and operational challenges.



- ❖ **Continuous Review.** Weekly cross-departmental meetings ensure alignment across teams, address challenges and discuss innovations.

Employee Roster

Key Roles and Responsibilities 1.

Chief Executive Officer (CEO) ❖

Responsibilities

1. Oversee strategic direction and policy development.
2. Represent the company in public and with stakeholders.
3. Set company culture and align departments with the company's vision. **2. Chief**

Operations Officer (COO) ❖ Responsibilities

1. Manage daily operations and logistics.
2. Oversee personnel deployment and resource allocation.
3. Implement operational improvements.

❖ Candidate Requirements

- A. 5+ years in senior operations management.
- B. Strong problem-solving skills and logistics expertise. **3. Chief**

Technology Officer (CTO) ❖ Responsibilities

1. Lead the company's technology strategy.
2. Oversee platform development, ensuring scalability and security.
3. Innovate tech solutions for client and operational needs.

❖ Candidate Requirements

- A. Degree in Computer Science or related field.
- B. Proven track record of delivering innovative technology solutions.

4. Chief Marketing Officer (CMO) ❖

Responsibilities



1. Create and implement marketing campaigns.
2. Build brand awareness and client engagement.
3. Lead the marketing team across all channels. ❖ **Candidate Requirements**

- A. 5+ years of marketing leadership experience.
 - B. Expertise in digital marketing strategies.
- 5. Security**

Operations Manager ❖ Responsibilities

1. Deploy and manage security personnel.
2. Ensure safety standards and client-specific requirements are met. ❖

Candidate Requirements ○ Background in security management and personnel coordination.

6. Technology Development Team ❖

Responsibilities

1. Develop and maintain the Salibo platform.
2. Focus on system security, usability, and scalability.

❖ **Candidate Requirements** ○ Expertise in software development, cybersecurity, and mobile application design.

7. Marketing and Communications Team ❖

Responsibilities

1. Execute digital campaigns and manage social media presence.
2. Handle public relations to enhance brand visibility.

❖ Candidate Requirements

- Strong creative, analytical, and digital marketing skills.

8. Client Relations and Sales Team ❖

Responsibilities



1. Manage client accounts to ensure satisfaction and retention.
2. Onboard new clients and identify upselling opportunities.

❖ **Candidate Requirements**

- Excellent interpersonal and negotiation skills.

9. Community Engagement Coordinator ❖

Responsibilities

1. Develop and implement community partnerships.
2. Organize training sessions and employment initiatives in collaboration with job centres and educational institutions.

❖ **Candidate Requirements** ○ Experience in community outreach and program coordination.

Team Synergy and Goals ❖ Collaboration: Teams are encouraged to work cross-functionally to align on client and community goals.

❖ Professional Development: Each department prioritizes ongoing training to stay ahead in their respective fields. ❖ Performance Metrics: Regular evaluations ensure team goals are met and align with company strategy.

Recruitment Strategy

At SALIBO SECURITY SOLUTION LTD., recruitment is a cornerstone of our mission to provide innovative, efficient, and reliable digital security services. We prioritise attracting and hiring top-tier talent that embodies our values of trust, efficiency, and innovation while fostering an inclusive and supportive work environment. Below is a detailed breakdown of our recruitment strategy.

1. Job Analysis and Role Definition ❖ Objective: Define clear expectations and responsibilities for each role to ensure targeted recruitment efforts.

❖ **Approach**

1. Conduct detailed job analysis to determine role-specific qualifications, skills, and



responsibilities.

2. Collaborate with department heads to align role descriptions with company goals and operational needs.
3. Regularly update job descriptions to reflect evolving requirements, particularly in the areas of technology, community engagement, and client relations.

❖ **Outcome: Well-defined job descriptions that attract highly qualified candidates suited for the role and aligned with SALIBO's mission.**

2. Candidate Sourcing ❖ Objective: Reach a diverse pool of qualified candidates using a multi-channel approach.

❖ **Approach**

1. Digital Platforms: Post job openings on leading online job portals (e.g., LinkedIn, Indeed) and use Applicant Tracking Systems (ATS) for efficient candidate management.
2. Professional Networks: Leverage connections within the security, technology, and business sectors to identify experienced professionals.
3. Employee Referrals: Encourage current employees to recommend candidates, fostering trust and alignment with the company culture.
4. Community Partnerships: Collaborate with local organisations, universities like Queen Mary University of London, and job centres to promote opportunities to underrepresented groups.

❖ Outcome: A diverse and talented candidate pool reflecting the inclusive values of SALIBO.

3. Selection Process ❖ Objective: Employ a thorough evaluation process to identify the most qualified and culturally aligned candidates.

❖ **Approach**

1. Initial Screening: Conduct resume reviews and phone interviews to shortlist candidates based on basic qualifications and role fit.

2. **Technical and Practical Assessments:** Use industry-specific assessments to evaluate candidates' skills, such as problem-solving, incident management, or technical abilities.
3. **Behavioural Interviews:** Include panel interviews focusing on cultural fit, growth potential, and alignment with SALIBO's values.
4. **Background Verification:** Ensure all security personnel hold valid SIA badges and meet compliance requirements.

❖ **Outcome:** Selection of top-tier talent with the technical skills and cultural alignment to thrive at SALIBO.

4. Onboarding Process ❖ **Objective:** Seamlessly integrate new hires into the SALIBO team, ensuring they are prepared to contribute effectively from day one.

❖ **Approach**

1. **Orientation.** Introduce new employees to the company's mission, values, and operational frameworks.
2. **Mentorship.** Pair each new hire with a mentor to provide guidance, support, and knowledge sharing during the transition period.
3. **Training Programs.** Offer comprehensive training sessions, including sector-specific modules (e.g., retail, nightlife) and advanced technology tools like AI-driven incident reporting.
4. **Resources.** Provide access to training videos, handbooks, and tools for continuous learning and skill enhancement.

❖ **Outcome.** Fully onboarded employees who are well-versed in SALIBO's operations and culture, ready to excel in their roles.

Commitment to Inclusivity and Growth



SALIBO SECURITY SOLUTION LTD. is committed to fostering an inclusive workplace where diversity is celebrated. Through targeted outreach, mentorship programs, and clear career pathways, we empower employees to grow professionally while contributing meaningfully to SALIBO's mission.

Training and Development Strategy

At SALIBO SECURITY SOLUTION LTD., we are deeply committed to fostering the continuous growth and professional development of our workforce. Our training and development framework is tailored to enhance employee capabilities, ensuring they remain prepared to address the evolving challenges of the security services industry while contributing to SALIBO's mission of trust, efficiency, and innovation.

1. Initial Training ❖ Objective. Equip new employees with the knowledge and skills needed to integrate seamlessly into SALIBO's operations and meet industry standards.

❖ Approach

- 1. Company Orientation.** Introduce new hires to SALIBO's mission, values, and policies, ensuring alignment with organisational goals.
- 2. Platform Usage Training.** Teach employees how to effectively navigate and utilize SALIBO's digital platform, including real-time monitoring, incident reporting, and client interaction tools.
- 3. Compliance and Industry Regulations.** Cover security industry regulations, including SIA requirements and legal compliance for security personnel.

❖ Role-Specific Training

- A. Security Operations Managers.** Focus on operational efficiency, personnel deployment, and safety compliance.
- B. Client Relations Team.** Develop interpersonal skills, negotiation tactics, and client onboarding processes.



C. **Real-Life Simulation Training.** Conduct hands-on training sessions in collaboration with partners such as Hoxton Dock, preparing personnel for real-world scenarios in sectors like retail, nightlife, and construction. **2. Ongoing Professional Development ❖ Objective.** Ensure employees remain at the forefront of industry trends and continue to grow professionally throughout their careers.

❖ **Approach**

- A. **Workshops and Seminars.** Host regular sessions on emerging topics such as AI integration in security, advanced incident reporting techniques, and customer service excellence.
- B. **Sector-Specific Certifications.** Encourage employees to pursue certifications relevant to their roles, such as conflict resolution in retail or crowd control in event security.
- C. **Partnerships for Advanced Learning.** Collaborate with educational institutions like Queen Mary University of London and UK Platinum Education Services to provide access to higher education opportunities for employees.
- D. **Leadership Development.** Identify high-potential employees and enrol them in leadership programs to prepare them for managerial roles.

3. Mentorship and Coaching ❖ Objective. Foster personal and professional growth through supportive relationships with experienced team members.

❖ **Approach**

- 1. **Mentorship Pairing.** Pair experienced personnel with new hires to provide guidance, share industry insights, and support their career progression.
- 2. **Structured Coaching Sessions.** Implement regular one-on-one sessions between mentors and mentees, focusing on skill-building and goal-setting.
- 3. **Team-Based Learning.** Encourage cross-departmental knowledge-sharing to promote collaboration and a culture of continuous improvement.

4. **Performance Reviews and Feedback ❖ Objective.** Monitor employee performance, provide constructive feedback, and create personalised development plans.

❖ **Approach**

- i. **Regular Appraisals.** Conduct quarterly performance reviews to evaluate progress and achievements.
- ii. **Feedback Mechanisms.** Use both manager and peer feedback to identify strengths and areas for improvement.
- iii. **Development Plans.** Design tailored growth plans for each employee, including specific learning goals, training sessions, and measurable outcomes.
- iv. **Recognition and Rewards.** Celebrate outstanding performance through incentives, promotions, and public acknowledgement.

5. Adaptive Training Tools

❖ **Objective.** Provide flexible, effective training tailored to employees' roles and responsibilities.

❖ **Approach**

- I. **10-Minute Training Videos.** Automatically assign role-specific videos based on job history.
- II. **For example;** Security personnel working five shifts in retail receive videos on conflict resolution and operational efficiency. Nightlife personnel receive training on managing highstress situations and crowd control.
- III. **MCQ-Based Assessments.** Reinforce learning through quick quizzes, ensuring retention and practical application of skills.
- IV. **Real-Time Updates.** Adapt training materials based on industry changes and feedback.

6. Commitment to Employee Growth

By investing in our workforce, SALIBO SECURITY SOLUTION LTD. ensures not only the

professional development of our employees but also the consistent delivery of high-quality services to clients. Through a combination of rigorous training, continuous learning opportunities, and personalised career development, we empower our team to excel in their roles while contributing to the overall success of the organisation.

Corporate Social Responsibility (CSR) Policy

At SALIBO SECURITY SOLUTION LTD., our Corporate Social Responsibility (CSR) policy is a cornerstone of our business, reflecting our commitment to creating a positive impact on society and the environment. Rooted in ethical business practices, community engagement, and environmental sustainability, our CSR initiatives aim to foster a safer, more inclusive, and sustainable future.

1. Ethical Business Practices

- I. **Commitment to Fairness.** We ensure that all our operations, from recruitment to client interactions, adhere to the highest standards of integrity and fairness.
- II. **Transparency.** Our clients and stakeholders are regularly updated on the steps we take to ensure ethical compliance in all facets of our business.

2. Community Engagement

- I. **Partnerships with Local Organisations:** We collaborate with non-profits like Tower Hamlets and English Plus, hosting workshops and providing training and employment opportunities to underserved communities.
- II. **Safety and Security Awareness Campaigns:** We organise community events to promote safety awareness, ensuring the public understands the importance of security and the role our personnel play in maintaining it.



- III. **Targeted Support for Marginalised Groups:** By partnering with job centres and refugee organisations, we provide tailored support for individuals transitioning into secure and dignified employment.

3. Environmental Sustainability

- I. **Efficient Resource Management.** We implement practices such as using digital documentation to minimise paper waste, and we leverage cloud-based systems to reduce energy consumption.
- II. **Advocating Sustainable Industry Practices.** As leaders in the security industry, we promote sustainability through education and by encouraging clients and partners to adopt eco-friendly practices.
- III. **Carbon Footprint Reduction.** Initiatives include investing in energy-efficient systems, minimising non-essential travel, and offsetting emissions where possible.

❖ Our Vision

To not only secure businesses and communities but also give back through practices that ensure a better, safer, and more sustainable world for future generations.

❖ Growth Strategy

1. Market Development

As an innovative digital platform in London, SALIBO SECURITY SOLUTION LTD. is poised for expansion. Our growth strategy focuses on penetrating new customer segments and extending our reach geographically.

❖ Geographic Expansion

- I. Targeting high-demand cities such as Manchester, Birmingham, and Edinburgh, we aim to replicate our London success across the UK.



- II. Partnerships with Local Stakeholders: Collaborating with local businesses, event organisers, and community groups to tailor our services to the unique needs of these regions.

❖ Digital Marketing and Brand Visibility

- I. **Enhanced Digital Marketing Efforts.** We will leverage targeted social media campaigns, search engine optimisation (SEO), and pay-per-click (PPC) ads to expand our online presence.
- II. **Platform Localization.** Tailoring our website and services to reflect regional customer needs, ensuring seamless usability and alignment with local security challenges.

❖ Client Outreach

- I. Organising regional workshops and networking events to build relationships with potential clients and showcase our offerings.
- II. Collaborating with industry associations to gain insights and establish SALIBO as a trusted name in the security sector.

2. Innovation and Adaptability

- I. Market Research and Trend Analysis
- II. By conducting in-depth research into industry trends, we remain proactive in understanding and adapting to customer preferences.
- III. Incorporating client feedback into our services ensures that our solutions stay relevant and impactful.

❖ Service Enhancement

- I. Continuous improvement of core services such as AI-driven incident reporting, multilingual communication capabilities, and real-life simulation training.
- II. Introduction of advanced tools and offerings, such as predictive analytics for security threats, to stay ahead of industry competition.

3. Long-Term Vision

- I. Establish SALIBO SECURITY SOLUTION LTD. as the go-to solution for security services across the United Kingdom.
- II. Achieve a market share of 15% in key UK cities by 2028, backed by strategic partnerships, innovative technologies, and exceptional service quality.
- III. Expand globally within the next decade, beginning with pilot programs in European markets.

Product Development and Strategic Partnerships

I. Product Development

SALIBO SECURITY SOLUTION LTD. is committed to staying at the forefront of the security services industry through continuous innovation and product development. Our product strategy focuses on leveraging cutting-edge technology, enhancing service quality, and ensuring unmatched client satisfaction.

1. AI-Driven Matchmaking Algorithms

- a. **Innovation.** We are implementing advanced algorithms to match businesses with the most suitable security personnel based on specific requirements, work history, and client feedback.
- b. **Impact.** This feature will streamline the hiring process for clients while ensuring personnel are assigned roles that match their expertise, boosting operational efficiency and satisfaction.

2. Comprehensive Training Programmes

- a. **Enhanced Training.** Our guards will undergo rigorous training that incorporates real-life simulations in environments such as nightclubs, retail stores, and construction sites tailored to their sector-specific responsibilities.



- b. **Digital Learning.** Security personnel will receive ****10-minute training videos**** based on their previous shifts, ensuring consistent skill upgrades.
- c. **Goal.** This initiative will elevate service quality, instil confidence in clients, and create a culture of continuous improvement.

3. Real-Time Monitoring and Reporting Tools

- a. **Transparency.** Clients will have access to tools for tracking the location and performance of security personnel during assignments.
- b. **Incident Reporting.** Our AI-driven incident reporting software with multilingual support will allow for real-time updates, ensuring swift action and comprehensive transparency.
- c. **Impact.** These tools will enhance trust, accountability, and operational clarity for both clients and employees.

4. Community Integration

- a. By nurturing talent within underserved communities through training partnerships, we will ensure a steady pipeline of skilled professionals while advancing our commitment to social impact.

Strategic Partnerships

SALIBO SECURITY SOLUTION LTD. recognises the critical role partnerships play in scaling operations and improving service delivery. We aim to build collaborations that drive innovation, compliance, and talent development.

1. Technology Partnerships

- I. **Goal.** Collaborate with leading tech firms to integrate AI analytics, real-time data processing, and innovative surveillance systems into our platform.
- II. **Impact.** Enhance the user experience and operational efficiency for clients and security personnel alike.



2. Regulatory Alliances

- I. **Objective.** Align with industry associations and regulatory bodies to ensure adherence to the latest security standards.
- II. **Benefit.** These alliances will bolster our credibility and ensure our services remain compliant and industry-leading.

3. Educational Collaborations

- I. **Partnerships.** Work with institutions like Queen Mary University of London and PMY to create specialised training modules and internship programmes.
- II. **Outcome.** Develop a pool of well-trained, job-ready security personnel, ensuring a consistent talent supply to meet growing demands.

4. Local Businesses and Community Organizations

- I. **Engagement.** Partner with job centres and community groups like Tower Hamlets to empower marginalised groups through training and employment opportunities.
- II. **Objective.** Foster trust and loyalty within local communities, aligning our growth strategy with social responsibility.

First-Year Income Statement for SALIBO SECURITY SOLUTION LTD, starting in **December 2024**, and adjusted to align with the **UK tax system**, which applies a **corporate tax rate of 19%** for profits under £250,000 and **25%** for profits above this threshold (as of 2024).

First-Year Income Statement (December 2024 – November 2025)

1. Revenue Projections

Assumptions

- **Service Volume:** Start with 100 security personnel onboarded and steadily grow by 10% each quarter.
- **Hourly Rate.** The average rate is £15/hour.



- **Hours Worked.** Each personnel works an average of 40 hours per week.
- **Revenue Growth.** Revenue is projected to grow by 15% per quarter due to new clients and expanded marketing efforts.

Year1 Monthly Revenue (£)	Personnel Count	Revenue/Personnel (£)	Total Revenue (£)
Dec	100	2,400	240,000
Jan	110	2,400	264,000
Feb	121	2,400	290,400
Mar	133	2,400	319,440
Apr	146	2,400	351,384
May	161	2,400	386,522
Jun	177	2,400	425,174
Jul	195	2,400	467,691
Aug	215	2,400	514,460
Sep	236	2,400	565,906
Oct	260	2,400	622,497
Nov	286	2,400	684,746
Dec	315	2,400	753,221

2. Cost of Goods Sold (COGS)

Assumptions

- Security personnel costs include wages at £12/hour.
- Other COGS include training, uniforms, and incidentals.
- Variable costs scale with the number of personnel.



Year 1 - Monthly COGS (£)	Personnel Wages (£)	Training, Uniforms & Incidents	Total COGS (£)
Dec	192,000	12,000	204,000
Jan	211,200	12,600	223,800
Feb	232,320	13,230	245,550
Mar	255,552	13,891	269,443
Apr	281,107	14,586	295,693
May	309,218	15,315	324,533
Jun	340,139	16,081	356,220
Jul	374,153	16,885	391,038
Aug	411,569	17,729	429,298
Sep	452,726	18,615	471,341
Oct	497,998	19,546	517,544
Nov	547,798	20,523	568,321
Dec	602,578	21,549	624,127

3. Gross Profit

Year 1 - Monthly Gross Profit (£)	Gross Profit (£)
Dec	36,000
Jan	40,200



Feb	44,850
Mar	50,998
Apr	55,691
May	61,989
Jun	68,954
Jul	76,653
Aug	85,162
Sep	94,565
Oct	104,953
Nov	116,425
Dec	129,094

4. Operating Expenses

Assumptions

- Marketing: Scaled with growth (10% of revenue).
- Wages (non-security staff): £50,000 annually, increasing by 10% each year.
- Rent, utilities, and administrative costs are fixed for Year 1.

Year 1 -	Marketing	Wages (Admin Staff)	Rent	General & Admin	Total Expenses (£)
Monthly Operating Expenses (£)					
Dec	24,000	4,167	2,500	1,500	32,167

Jan	26,400	4,167	2,500	1,500	34,567
Feb	29,040	4,167	2,500	1,500	37,207
Mar	31,944	4,167	2,500	1,500	40,111
Apr	35,138	4,167	2,500	1,500	43,305
May	38,652	4,167	2,500	1,500	46,819
Jun	42,517	4,167	2,500	1,500	50,684
Jul	46,769	4,167	2,500	1,500	54,936
Aug	51,446	4,167	2,500	1,500	59,613
Sep	56,591	4,167	2,500	1,500	64,758
Oct	62,250	4,167	2,500	1,500	70,417
Nov	68,475	4,167	2,500	1,500	76,642
Dec	75,322	4,167	2,500	1,500	83,489

5. Net Profit

Year 1 - Monthly Net Profit (£)	Net Profit (£)
Dec	3,833
Jan	5,633
Feb	7,643
Mar	10,887
Apr	12,386
May	15,170
Jun	18,270
Jul	21,717

Aug	25,549
Sep	29,807
Oct	34,536
Nov	39,783
Dec	45,605

6. Key Financial Ratios

- **Gross Profit Margin:** ~15% in Year 1.
- **Operating Profit Margin:** ~10%.
- **Net Profit Margin:** ~7-8%.

Summary

The above projections reflect robust growth, steady margins, and sustainable operations driven by **innovative technologies, scalable marketing efforts, and effective cost management.**

Income Statement Year 1-5	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	10,764,000	13,993,200	18,191,160	23,648,508	30,743,060
Cost of Goods Sold	4,305,600	5,597,280	7,276,464	9,459,403	12,297,224
Gross Margin	6,458,400	8,395,920	10,914,696	14,189,105	18,445,836
Wages and Benefits	645,840	839,592	1,091,470	1,418,910	1,844,584
Marketing	538,200	699,660	909,558	1,182,425	1,537,153
Rent	53,820	53,820	53,820	53,820	53,820
General Administrative	107,640	139,932	181,912	236,485	307,431



Depreciation	215,280	279,864	363,823	472,970	614,861
Utilities	107,640	139,932	181,912	236,485	307,431
Other Expenses	107,640	139,932	181,912	236,485	307,431
Total Expenses	1,776,060	2,292,732	2,964,407	3,837,580	4,972,711
Earnings Before Interest and Taxes	4,682,340	6,103,188	7,950,289	10,351,525	13,473,125
Earnings Before Taxes	4,682,340	6,103,188	7,950,289	10,351,525	13,473,125
Income Taxes	936,468	1,220,638	1,590,058	2,070,305	2,694,625
Net Income	3,745,872	4,882,550	6,360,231	8,281,220	10,778,500

Risk and Mitigation Strategies

1. Data Breach and Cybersecurity Threats ❖

Risk

As a digital platform, we face the risk of data breaches and cybersecurity threats, potentially leading to the compromise of sensitive customer and employee information. This could damage our reputation, erode customer trust, and expose us to financial liabilities. Given the security-focused nature of our business, maintaining data integrity is essential for operational success and user confidence.

❖ Mitigation Measures

- Invest in robust cybersecurity infrastructure including advanced encryption technologies.
 - Conduct regular security audits and penetration testing to identify and address vulnerabilities.
- Implement multi-factor authentication (MFA) for all users to enhance login security.

- c. Provide cybersecurity training for employees to increase awareness and response capabilities against cyber threats.
- d. Establish a rapid incident response team capable of mitigating and resolving breaches swiftly to minimise impact.

2. Regulatory Compliance and Legal Challenges ❖

Risk

Operating in the security sector requires strict adherence to regulatory frameworks and legal standards. Non-compliance can result in fines, legal challenges, and disruptions to operations. As regulations evolve, staying compliant, especially as a growing business, presents an ongoing challenge.

❖ Mitigation Measures

- I. Appoint a dedicated compliance officer to oversee adherence to all legal and regulatory requirements.
- II. Provide ongoing regulatory training to staff to ensure awareness of current and updated legal standards.
- III. Maintain partnerships with legal experts specialising in security services to receive proactive advice and support.
- IV. Perform regular internal and external audits to identify compliance gaps and address them promptly.

3. Platform Reliability and Technical Failures ❖

Risk

As our operations heavily depend on a digital platform, technical failures such as server downtime, software bugs, or connectivity issues can disrupt service delivery, leading to customer dissatisfaction and revenue loss.

❖ Mitigation Measures

- A. Invest in high-quality infrastructure and collaborate with reliable cloud service providers like AWS or Microsoft Azure for consistent platform performance.
- B. Perform regular platform updates and maintenance to prevent bugs and improve stability.
- C. Establish a 24/7 technical support team to address technical issues immediately, minimising downtime.
- D. Implement redundancy systems and failover mechanisms to maintain operations in case of server failures.

4. Market Competition and Customer Retention ❖

Risk

The security services industry is highly competitive, with numerous players offering similar solutions. Intense competition could lead to reduced market share and customer attrition if competitors provide better pricing or innovative features.

❖ Mitigation Measures

- 1. Differentiate our offerings by prioritising exceptional customer service and personalised solutions tailored to client needs.
- 2. Invest in cutting-edge technology such as AI-driven incident reporting and real-time monitoring to enhance user experience.
- 3. Launch targeted marketing campaigns to strengthen brand awareness and establish Salibo as a trusted industry leader.



4. Build loyalty programs and offer exclusive benefits to existing clients to enhance retention.
5. Foster strategic partnerships with event organisers and businesses to secure a steady stream of clients.

5. Employee Turnover and Talent Acquisition ❖

Risk

With only 10 employees, the loss of key personnel can significantly disrupt operations, increase recruitment costs, and lead to a loss of institutional knowledge, affecting growth and service quality.

Mitigation Measures

- A. Develop a comprehensive employee retention strategy, including competitive compensation, professional development opportunities, and a positive work environment.
- B. Conduct regular performance reviews and feedback sessions to address employee concerns and career aspirations.
- C. Establish a robust recruitment process to attract top talent and build a pipeline of candidates for critical roles.

Implement mentorship programs to retain institutional knowledge and ensure smooth transitions when personnel changes occur.

Salibo Investment Approach

SALIBO SECURITY SOLUTION LTD. provides a flexible and innovative investment model designed to cater to both long-term investors seeking equity participation and short-term



stakeholders aiming for secure, quarterly returns. Our investment approach ensures mutual growth, immediate liquidity for security personnel, and seamless service delivery for our clients.

1. Long-Term Investment Option ❖

Overview

This option is designed for investors who believe in Salibo's vision and long-term growth potential. It offers equity participation, allowing investors to share in the company's success as it scales and achieves higher revenues.

❖ Details

- 1) Investment Amount: £500,000.
- 2) Equity Offering: 5% ownership stake in Salibo Security Solution Ltd.
- 3) Benefits for Investors
- 4) Equity Growth: As Salibo's revenue and profitability grow, so does the value of the investor's equity stake.
- 5) Dividends: Investors may receive dividends once the company achieves sustainable profitability beyond reinvestment needs.
- 6) Strategic Influence: Investors will have a say in major strategic decisions, contributing to the company's vision and long-term objectives.

❖ Purpose

- I. Scale operations, including hiring additional security personnel, enhancing the digital platform, and expanding into new geographic markets.
- II. Further develop technological innovations, including AI-driven incident reporting and realtime monitoring.
- III. Build long-term client partnerships and invest in continuous training for security staff.



2. Short-Term Investment Option ❖

Overview

This option is tailored for clients or stakeholders who require short-term flexibility in payments while ensuring that Salibo's security personnel are paid promptly after each shift. It is ideal for clients who may not have immediate liquidity to cover upfront costs for security services.

❖ Details

1. Investment Structure
2. Quarterly Payments: Investors are repaid every quarter, ensuring steady and predictable returns.
3. Interest Rate: Investors earn a fixed 2.5% return per quarter, providing a consistent cash flow.
4. Purpose
5. Personnel Liquidity: Ensures that security personnel receive their wages immediately after completing their shifts, regardless of client payment delays.

❖ **Operational Continuity.** Enables Salibo to maintain seamless service delivery without disruptions due to client payment constraints.

❖ Investor Benefits

1. Low Risk: Backed by predictable cash flows from Salibo's operations and contracts with high-demand clients.
2. Quarterly Returns: Consistent returns make this an attractive option for investors seeking stable, short-term gains.
3. Reinvestment Opportunity: Investors can choose to reinvest their quarterly returns for compounded growth or withdraw them as needed. **Investment Impact** ❖ **For Salibo**

These investment approaches ensure financial stability, enabling Salibo to focus on delivering high-quality services, scaling operations, and innovating in the security sector.

❖ For Clients

Clients benefit from flexible payment options, allowing them to access security services without immediate financial strain.

❖ For Investors

Both long-term and short-term investors have opportunities to earn substantial returns, with the added satisfaction of contributing to a socially impactful business that uplifts communities through job creation and professional development.

Why Invest in Salibo?

1. Growing Market Opportunity

Salibo operates in a growing security services market with increasing demand across various sectors, including events, retail, construction, and nightlife.

2. Innovative Business Model

Salibo's technology-driven approach, combining AI, real-time monitoring, and multilingual incident reporting sets it apart from competitors and ensures scalability.

3. Social Responsibility

By investing in Salibo, stakeholders also contribute to empowering underserved communities and creating jobs, aligning with sustainable and socially conscious investment values.

4. Predictable Returns

Both long-term and short-term options offer structured and transparent returns, giving investors confidence in their financial involvement.

Conclusion

Salibo's investment model is thoughtfully designed to cater to diverse investor needs. Whether through a 5% equity stake for long-term growth or 2.5% quarterly returns for short-term flexibility, investors can be assured of a robust partnership with a company poised for sustainable growth.



and social impact. This dual investment approach not only supports Salibo's mission of redefining the security industry but also provides investors with financial returns aligned with their goals.