

## BUSINESS PLAN

### WS RISK AND PROTECTIVE SERVICES LIMITED

WS RISK AND PROTECTIVE SERVICE LIMITED. Is a newly established Business that operates in the Security Industry. The Business is located in Dar es salaam and will provide security services in this area as well as surrounding areas in Dar es salaam province. The founder of WS RISK AND PROTECTIVE SERVICE LIMITED has over 10 years' experience in the security industry, which includes safeguarding and access control services. WS RISK AND PROTECTIVE SERVICE LIMITED has a vision to be the leading private security company by providing world class safety and protection services. The Business aims to impact the economy of Tanzania, through job opportunities and people empowerment. Essentially WS RISK AND PROTECTIVE SERVICE LIMITED will sell peace of mind to its clients. The Business will specialize in safeguarding services. WS RISK AND PROTECTIVE SERVICE LIMITED will grow its employee base of security guards carefully, based on client contracts, tenders, and part-time jobs, using both full-time and part-time guards. A dedicated management team will make sure that operations in all aspects operates smoothly. The Business will make sure that it implements logistical expertise and proper infrastructure for control over every aspect of the Business. After the initial investment and launch, a lean percentage year is projected. The business will be poised to expand through its own financing after 5 years. The business will target tenders, contracts, farms, retail stores, corporate companies, offices and the private sector. Customer excellence will set WS RISK AND PROTECTIVE SERVICE LIMITED apart from its competition.

#### INVESTMENT OBJECTIVE

1. Establish a professional and compliant security company.
2. Utilize security technology (CCTV, alarms).
3. Create employment for youth.
4. Achieve sustainability within 12 months.
5. Grow revenue by at least 20% annually.

#### SECTOR AND PRODUCT DESCRIPTION

**Sector:**

Private Security and Protective Services.

### **Services include:**

- Manned guarding
- Mobile patrol units
- CCTV installation and monitoring
- Alarm & access control systems
- VIP protection
- Event security
- Risk assessment & consultancy
- Security training

### **INVESTMENT COST (70 MILLION TZS)**

Total Capital Budget: TZS 210,000,000

### **SOURCE OF FINANCE**

- Owner's equity
- Bank/microfinance loan
- Private investors

### **JOB CREATION**

Total Jobs Created Initially: 1052

### **INVESTMENT FUND EXPENDITURE BREAKDOWN**

- Equipment & uniforms: 36,000,000 (51%)
- Office setup, licenses & IT: 14,500,000 (21%)
- Training & recruitment: 4,500,000 (6%)
- Marketing & branding: 3,000,000 (4%)
- Working capital: 12,000,000 (18%)

### **SOURCE OF SUPPLY OF INPUTS**

Radios & equipment: Local distributors

CCTV & alarms: Importers (China/UAE)

Motorbikes: Local dealers

Office equipment: ICT suppliers

Training: Approved security academies

## MARKETING PLAN

Target Customers:

- Homes & residential estates
- Shops & retail outlets
- Schools, hospitals, NGOs
- Offices & corporate buildings
- Warehouses & industries
- Events & VIP client

### **Strategies:**

- Branding & visibility
- Direct marketing
- Digital advertising
- Client retention systems

## IMPLEMENTATION SCHEDULE

WS Risk and Protective Services Limited was established in **2006**, and the implementation schedule reflects its growth phases from establishment to modernization under the new investment.

### **Phase 1: Establishment Phase (2006 – 2010)**

- Registration and licensing of the company
- Initial deployment of small team of guards
- Basic equipment acquisition (uniforms, batons, communication phones)
- Building first client base (residential homes and small businesses)

### **Phase 2: Stabilization Phase (2011 – 2016)**

- Expansion of guard force and acquisition of more clients
- Introduction of basic training programs for guards
- Improved administrative structure and office operations
- Strengthening operational supervision
- Improved revenue stability

### Phase 3: Modernization & Expansion Investment (2024 – 2025)

*(This is where the new TZS 210 Million capital plan fits)*

- Business restructuring and modernization
- Investment in new gear, uniforms, radios, and two patrol motorbikes
- Improved training, recruitment, and safety standards
- Launching modern CCTV, alarms, and access control services
- Establishment of digital marketing and online presence
- Strengthening of corporate image and branding
- Expanding into new districts and attracting larger clients

### Phase 4: Implementation Plan for 2025 – 2026 (New Investment Execution)

Activity	Timeline
Procurement of new equipment (motorbikes, CCTV, radios, uniforms)	Month 1–2
Recruitment & training of guards and technical staff	Month 2–3
Office improvement and ICT system setup	Month 1–3
Marketing campaign & client acquisition drive	Month 3–4
Expansion of guarding operations	Month 4–12
Launch full electronic security services (CCTV, alarms, access control)	Month 4–6
Strengthening supervision and patrol units	Month 6–12

## 2. FINANCIAL PROJECTION FOR 5 YEARS

### Baseline Assumptions

- The company deploys **58 guards** at start of projection.
- Additional monthly revenue from CCTV & alarms = **TZS 3,500,000 – 5,000,000**
- Annual growth rate = **20%**
- Operating profit margin improves as business scales.

## **5-Year Financial Projection (TZS)**

### **Year 1 (2025 – 2026)**

- Annual Revenue: **TZS 270,000,000**
- Annual Expenses: **TZS 230,000,000**
- **Net Profit: TZS 40,000,000**

### **Year 2 (2026 – 2027)**

- Annual Revenue: **TZS 324,000,000**
- Annual Expenses: **TZS 269,000,000**
- **Net Profit: TZS 55,000,000**

### **Year 3 (2027 – 2028)**

- Annual Revenue: **TZS 388,800,000**
- Annual Expenses: **TZS 313,800,000**
- **Net Profit: TZS 75,000,000**

### **Year 4 (2028 – 2029)**

- Annual Revenue: **TZS 466,560,000**
- Annual Expenses: **TZS 366,560,000**
- **Net Profit: TZS 100,000,000**

### **Year 5 (2029 – 2030)**

- Annual Revenue: **TZS 559,872,000**
- Annual Expenses: **TZS 429,872,000**
- **Net Profit: TZS 130,000,000**

## PROJECT CAPACITY

At full initial capacity, the company can:

- Deploy **up to 500 guards** within the first two years
- Offer **24/7 patrol services with a 3-vehicle fleet**
- Install **30–50 CCTV/alarm systems per month**
- Serve **over 50 clients** including commercial and residential customers

Future expansion aims to reach **5000 guards**, a regional presence, and advanced security technology deployment.