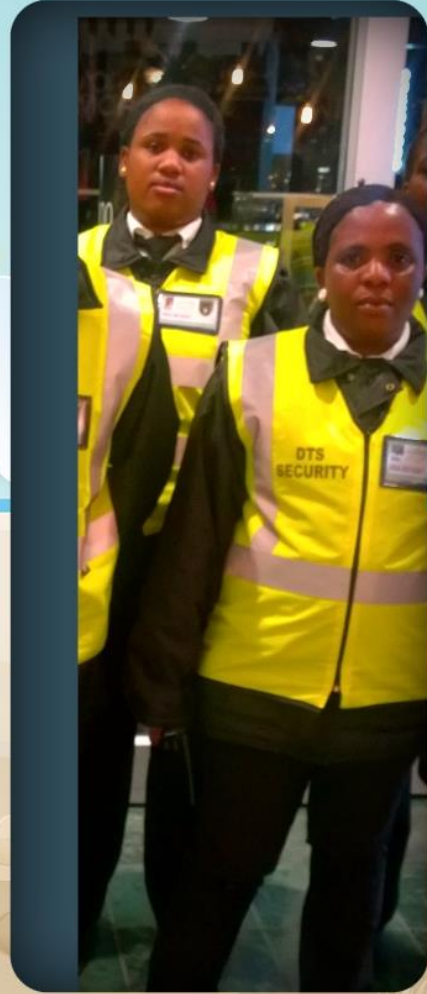


Company Profile

Of



DTS security Team

“AMALGAMATION OF SPRINGBOKS FOR YOUR PROTECTION”

Company contact:

21 Lily Kate Crescent, Belladonna Estate, Bluedowns, 7100, Tel 021 828 9435 Fax 086 518 1481

Email: info@diphalatsaseboka.co.za

Website www.diphalatsaseboka.co.za or www.dtssecurityservices.co.za

1. Business, Administrative & Contact Information

- a. **Business name:** Diphalatsaseboka Security Service
- b. **Business type:** Private security company
- c. **Company registration number:** 2013/165098/07
- d. **Tax reference number:** 9091930181
- e. **VAT number:** None
- f. **Tel:** 021 828 9435
- g. **Fax:** 086 246 0801 or 086 518 1481
- h. **E-mail:** info@diphalatsaseboka.co.za
- i. **Website:** under construction
- j. **Cell:** 084 736 2516
- k. **Physical address:** 21 Lily Kate crescent
Belladonna Estate
Bluedowns
7100
- l. **Postal Address:** 21 Lily Kate crescent
Belladonna Estate
Bluedowns
7100
- m. **Banking details:**
 - Bank:** First National Bank
 - Branch:** Zevenwatch Mall
 - Account number:** 62436927307
 - Branch code:** 260214
 - Account manager:** Diphalatsaseboka (Pty) Ltd
 - Account managers details:** 021 828 9435 or 084 736 2516

2. Introduction

a. **Company History**

A Diphalsaseboka security service is a registered security company based in Blue Downs in the Western Cape Province.

The founder of Diphalsaseboka security services possessed over 10 years' experience in security, investigations, and the protection field. Our management staff, including the founder, has prior working experience with the, Enforce **security services**, and **Fidelity security services** and **local law enforcement agencies** across the Western Cape and are currently networking with several international agencies as well such as **Ronin Protection services** and **Empire protection services**.

b. **What the company does**

Diphalsaseboka security services employ highly trained and professionally dedicated officers to service this market in the following areas:

- **High Rise Commercial Property:** Access control, public relations, and traffic control,
- **Special Events:** Which require a large number of officers for short periods of time,
- **Investigations:** Workers theft, any kind of incident that requires security investigation
- **CCTV:** Monitoring properties through cameras and alarm system.

3. Strategy

a. **Vision statement**

We are committed to continually improving the service we provide to all our clients. By investing in our greatest asset, our employees, we will achieve our future goal, to be a best quality security organization in Western Cape.

b. **Mission statement**

- To ensure that we offer outstanding services to our client
- To ensure that we meet our clients' needs.
- To build a sustainable relationship with our client and suppliers
- Always going the extra miles to ensure client satisfaction
- Providing service excellence to our clients at the affordable prices

c. **Values**

As a company, individuals, we value integrity, honesty, openness, professionalism, self-improvement, and mutual respect.

For our customers, we will continue to provide the best service and value.

For our employees, we will continue to offer an ever more challenging, rewarding and result-orientated workplace that recognises and appreciates their contributions.

We hold ourselves accountable to our customers, stakeholders, partners, and employees by honouring our commitments, providing, and striving for the highest quality.

d. **Business goals & objectives**

Diphalsaseboka (Pty) Ltd will base its success on meeting the following objectives:

1. Employ 200 full-time equivalent security guards by the end of the third year of operation.
2. Supply the security guards to 10 commercial, retail and any other sites that may be available in future

3. The grant request of R200, 000.00 will be put to use in the following manner

- Business growth.
- Salary increase for employees.
- Pay off remaining debt.
- Increase advertising campaign.
- Purchase a new van.
- Licenses and insurance.

e. Business strategy

Our market segmentation scheme is fairly straightforward, and focuses on all CAPE TOWN homes and businesses. Our market segment is SME with will focus on all the customers in need of the security company who will put them first, this is because most of the company mainly the large business have lot of clientele and put most of their focus on the business or the client who generate more capital for them and give little or no attention to the one who generate little income for them.

This is the arena where we now focus most of our service efforts to. We will continue to target this segment, but with a different approach. We will work with the SMQE, medium to large businesses to determine their needs, and design customised solutions before renting the service to our client.

This segment will remain an extremely important part of our marketing mix, and contains a large portion of our current clients. A majority of our systems upgrade opportunities and repeat business will come from this market segment initially.

Business concept

a. Business concept

Unarmed, uniformed, at the same hourly rate for your property

Our upper management will oversee your property, at no additional cost to you, for one month or longer

Monthly management staff meetings to discuss strategies, policies, and procedure changes and implement them swiftly to your security team

24-hour communications and a Special Operations Response Team for any threatening situation (disgruntled employees or non-employee threats made against you and / or your staff)

Investigative work needed by you and up to 2 hours free court time after the investigation is complete

Replacement of any field agent after being notified of a problem or emergency within 30 minutes at the management's discretion

b. Products & Services

Building on our established reputation as an industry-leading home security services company, all of us here at DIPHALATSASEBOKA will continue our mission of offering state-of-the-art home and business security service, outstanding service, and creating "Clients for Life."

Our security service company headquarters are located in BLUEDOWNS, CAPE TOWN, SOUTH AFRICA/ WESTERN CAPE PROVINCE.

c. Business competitiveness

Our competitive edge is our positioning as strategically with our clients, who are clients more than customers. By building a business based on long-standing relationships with satisfied clients, we simultaneously build defenses against competition. The longer the relationship stands, the more we help our clients understand what we offer them and why they need it.

d. Quality policy & objectives

We have all heard that it is not the quantity, it's the quality. PAR of DIPHALATSASEBOKA SECURITY SERVICES' commitment to you is to give the best effort to secure your property and your residents as possible. We will never attempt to be the biggest, but will, at all cost, strive to be the best.

e. Service pledge

We as a company made a commitment to ourselves and our clients that we will provide the best security we can and in doing so, it includes paying our staff more than a mediocre wage. How does this benefits you? We think that if we properly hire, train and pay quality security it will be a reflection of our service. For years we've heard people mention that doctors, police officers, firefighters, and teachers are underpaid and at times their performance may suffer because of that. We want our security officers to be more that bodies in uniforms. You can feel confident that DIPHALATSASEBOKA SECURITY SERVICES hires and trains only the best and it will show in our performance for your property and you're residents.

f. Value chain

We do not require a written contract but can, if necessary. We feel that if a property is not fully satisfied with our security program, they should not be bound by a contract. We are confident in our abilities to provide you and your residents with the best security possible.

g. Clienteles

Regular clienteles

- Cheryl Wade events (Canal walk shopping centre, Tygervalley shopping Mall and Cape Gate shopping mall)
- Blue Room marketing (Golden acre Mall)
- Bantu Media (Various venues in Cape town area)

Non-regular clienteles

- Andrew Swartz marketing (Based in Gauteng)
- Price check (Cape town)
- Levergy (Gauteng)
- GCD Concepts (Gauteng)
- First medical (Cape Town)