

BUSINESS PLAN

London Shield Security LTD

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Introduction

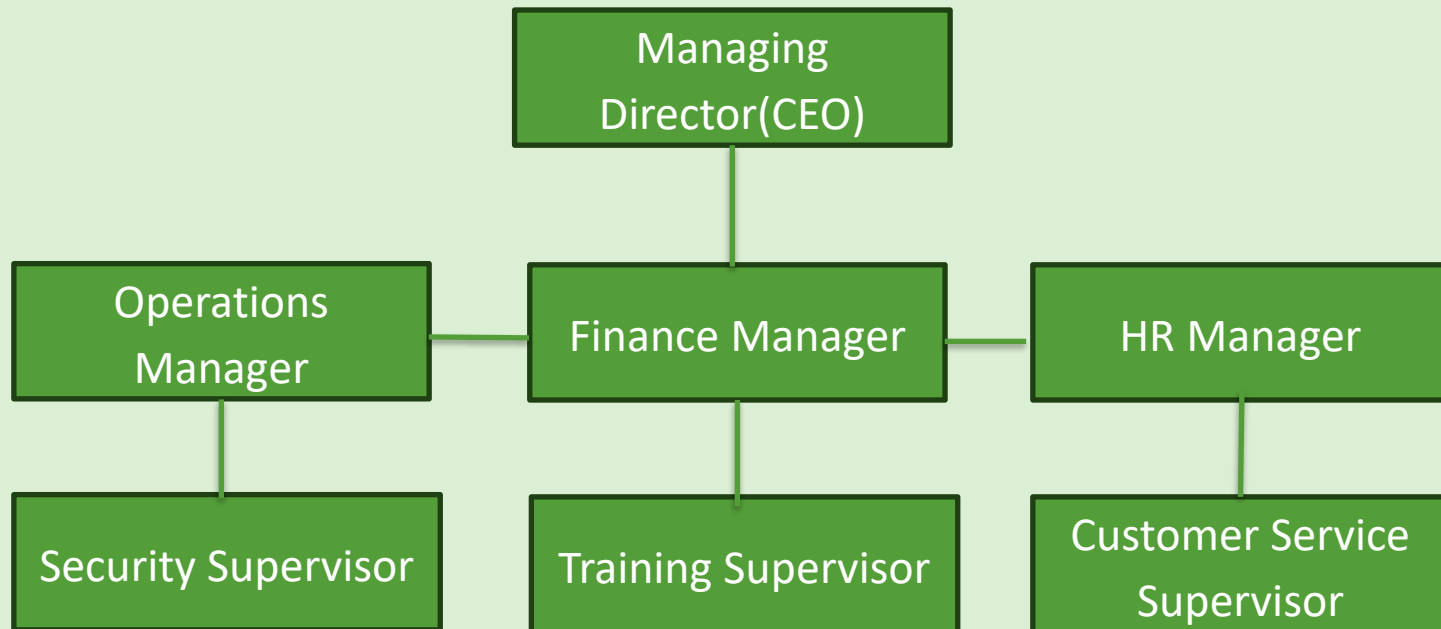
- Introduce myself and London Shield Security LTD.
- Explain the purpose of this presentation.
- Show the main business idea of our security company.
- Outline the key parts of the business plan I will talk about.

Business Overview

- Company: London Shield Security LTD.
- Industry: Private security and protection services.
- Location: Central London and Canary Wharf, United Kingdom.
- Business type: Private Limited Company (Ltd).
- Target customers: offices, shops, hotels, events and private clients.
- Mission: Keep people and property safe with reliable, friendly service.

Legal Structure and Management Structure

- Legal form: Private Limited Company (Ltd) with limited liability.
- Registered with UK Companies House and follows SIA rules.
- Managing Director (CEO) leads the company and key decisions.
- Operations Manager plans daily work and site schedules.
- Finance Manager controls budgets, invoices and payments.
- HR Manager recruits guards and checks licences.
- Supervisors for security, training and customer service support the team.



PESTEL Analysis

- Political: Health and safety, employment and SIA rules guide our work.
- Political: We must follow government regulations to avoid problems.
- Economic: Prices for uniforms, fuel and equipment are rising.
- Economic: Demand for security in London stays strong even in hard times.
- Social: Clients expect guards to be polite, alert and well trained.
- Social: Good reviews and word of mouth are vital in a busy city.

PESTEL Analysis (continued)

- Technological: We use radios, digital incident reports and CCTV systems.
- Technological: A clear website and client portal build trust.
- Environmental: Digital reports reduce paper and office waste.
- Environmental: Staff use public transport; patrol cars are fuel efficient.
- Legal: We follow UK health and safety law and carry proper insurance.
- Legal: We respect employment law and GDPR when handling client data.

Marketing Strategies

- Target market: small and medium businesses, offices, hotels and shops.
- Target market: event organisers and private clients needing security.
- Channels: company website, LinkedIn and local business directories.
- Channels: online ads and direct contact with office managers.
- Advantage: trained, licensed guards with friendly service.
- Advantage: clear prices, modern reporting tools and quick replies.

Funding Requirements and Allocation

Item	Amount (£)
Security uniforms and basic equipment	2,500
Company registration and licensing fees	1,000
Public liability and employer's insurance	1,500
Website design and initial marketing	800
Office supplies and software	700
Total funding required	6,500

Fixed Costs (Monthly)

Item	Amount (£)
Marketing and advertising	200
Phone and internet	60
Insurance	125
Admin and software systems	115
Total fixed costs	500

Variable Costs (Months 1–6)

Variable cost	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Hourly paid guards	2,000	2,800	3,800	5,000	6,200	7,100
Transport / Fuel	250	400	500	600	700	800
Equipment & uniforms	0	100	150	150	50	0
Total variable cost	2,250	3,300	4,450	5,750	6,950	7,900

Monthly Financial Forecast (Months 1–6)

Category	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Fixed cost	500	500	500	500	500	500
Variable cost	2,250	3,300	4,450	5,750	6,950	7,900
Total cost	2,750	3,800	4,950	6,250	7,450	8,400
Revenue	2,000	3,500	6,000	8,500	11,000	13,000
Profit / Loss	-750	-300	1,050	2,250	3,550	4,600

Break-even Analysis

Item	Amount / Status
Fixed costs (monthly)	£500
Average monthly revenue (Months 3–6)	about £9,875
Break-even revenue per month	around £2,750
Expected break-even	Month 3
Business status	Profitable once regular contracts start

Conclusion

- London Shield Security LTD has a clear and realistic plan.
- We focus on the strong demand for security in central London.
- Our marketing uses online tools, reviews and business contacts.
- Low fixed costs and growing sales lead to steady profit.
- We aim to build a trusted name and grow step by step.

Questions?