

## COMPANY PROFILE



*PROTECTED YOU FEEL*



# SADAAT

SECURITY SERVICES (PVT) LTD.

The Leading Security Service Provider in Pakistan

# INTRODUCTION

We daily read and hear soul seizing news like theft, robbery, kidnap for ransom, subversion and murder; and observe that with passage of time such events are on continuous increase.



Founder and Ex-Chairman  
Sadaat Security Services  
Major Retd. Syed Zahid Hussian Bukhari (Late)

The common citizen feels himself unprotected; particularly business community is affected badly. The police department, in spite of utmost effort, has not been able to achieve considerable success to prevent these events due to shortage of resources. In these circumstances, every sensible citizen seriously thinks about security of his life and assets; and ultimately tries to contact any security agency.

Only Sadaat Security Services (Pvt) Ltd. is such an organization that provides you assured protection for your life, luggage and wealth. Sadaat Security Service (Pvt) Ltd. is a leading private security company operating in Pakistan since 2002.

Sadaat is operating under license issued by the Ministry of Interior & Narcotics Control (Interior Division) Government of Pakistan, Provincial Government of Punjab, Islamabad Capital Territory, Khyber Pakhtun Khawa, AJ & K and Sind is in progress.

Sadaat is diversified provider of security services to Government Agencies, industrial and commercial organizations. The company's core security business includes physical protection, information security, cash transit and

Sadaat Security provides a variety of security services to both large and small businesses. We cover a range of security roles with the aim of providing a complete professional security package so our customers and employees can feel safe and secure at all times. An integral part of our service is helping to enhance public image of our customers by providing presentable, courteous staff.



Chairman Sadaat Security Services  
Syed Usman Zahid Bukhari  
MBA, LLB, Advocate High Court

Our services are not one-size-fits-all; it's customized, targeted solution that takes into account many characteristics of customer needs, including location and image, backed up by proper implementation, management and monitoring. Sadaat has been supporting its clients in structurally secured and secured premises.

Due to its key strengths the company has fostered such growth and expansion in the increasingly competitive environment. This has led to a recognition of being a quality provider of security and support services with the ability to provide a single source for all security needs. Our focus on ethical working practices, coupled with inventive recruitment and investment in our staff has culminated in strong trading performance and market recognition.

# SERVICES

It is our mission to provide our clients with the kind of security they require in the most efficient and cost effective and comprehensive possible manner. Because of this Sadaat Security Services is structured and organized in such a way that highest degree of service will be provided to all its clients.

## Security Guard Force

Sadaat Security's security guards and supervisors are trained to protect employees and other persons on the client property; to observe irregular and unusual conditions and activities and to correct and report such conditions.



Sadaat draws main pool of its manpower from armed forces of Pakistan and imparts training to meet critical security requirements reliably and efficiently. Comprehensive personal data of security staff is collected, screened, vetted and stored in database, which ensures that no black-listed guards join our ranks. We secretly visit the guard duty point on regular basis to ensure the reliable security for our clients.

## Mobile Roving Patrols

The Mobile Roving Patrols have been very successful for independent monitoring of operation and services of our company and of other such locations without our guard force. These teams are trained to identify job deficiencies and provide on job training with the capabilities of responding to emergency situations.

## Bodyguards

Bodyguards are mainly drawn from Special Services Group of Pakistan Army and elite force. They are trained to use all available means to survive the worst security hazards. This division forms the cream of our hand-picked men inclined and dedicated to accomplish the most impossible missions.

## Security Escort Services

The security escort services are provided through highly trained guard force, having full knowledge of offensive and defensive driving techniques and geared up to face any situation.

## Executive/ VIP Protection

We analyze and develop conceptual systems for executives and families and for other high-risk profiles, to provide security against kidnapping and criminal acts.

## Lady Checkers

We have specially trained female security staff that provides congenial physical security checkup for female visitors at reception areas.

## Cash-in-Transit

Sadaat Security provides Cash-in-Transit services to its clients using latest equipment including armored vehicles, temper proof security seals and latest monitoring techniques.



# SERVICES/ PRODUCTS

## Investigation Services

Sadaat Security also provide the investigation services for the any mishap event like robbery, kidnaping, murder etc. We have fully equipped and functional Investigation department. Our investigation department has well trained and experienced investigation officers.

## Watch Dogs

Sadaat Security has fully trained breeds of watch dogs. These dogs are trained by professional dog trainers. We also prepare new breeds for extracting more fine results. These dogs are really good at guarding especially in open/ factory areas.



## Walk Through Gates

Sadaat Security also deals in Walk Through Gates to minimize the security risks at offices, shops or at events. It is almost necessary now due to current security situation in Pakistan. Our Client's security is most important for us whatever means it takes. We provide walk Through Gates with guards, on rent and for sale also.



## Metal Detectors

Metal Detectors are also a part of our security equipment. They are very important gadget to ensure the security especially in offices and events.



## Bullet Proof Vest



For prime security of our clients we also provide the Bullet Proof Vests.

# SERVICES/ PRODUCTS

## Automated Security Systems for Asset Management

Sadaat Security has requisite alliance to be able to source and provide automation and control systems for security and access control, coupled with the state of the art security and alarm systems, along with close circuit TV. Sadaat Security provides total services geared towards the corporate clients. These services include:

- Access control system
- On-site remote burglar alarm system
- Centralized remote alarm monitoring and control center services
- Fire alarm and fire protection system
- Close circuit cameras



## Wireless Communication Facility



Sadaat Security Services now offers a special value added wireless communication to its clients based at Lahore. The benefits of the package are:

- No wireless license needed for client
- Fixed monthly charges and unlimited 24 hours usage
- Equipment available on rental/ ownership basis
- Features of equipment are
  - Selective calling
  - Emergency calling
  - Automatic number identification

## Insurance Coverage

Sadaat Security offers insurance coverage to its clients on additional nominal cost.

# INVENTORY/ RESOURCES

## Weapon Detail

Repeater / 12 Bore	278
30 Bore / MP5	34
9 MM	15
<b>Total</b>	<b>327</b>

## Logistics Detail

Double Cabin	02
Suzuki Bolan	03
Suzuki Mehran	02
Toyota Carolla	02
Motor Cycle	20
<b>Total</b>	<b>29</b>

# EVENTS

Sadaat Security has covered many events and ceremonies which include very big events having thousands of people. Some of our major events are:

- *World Performing Arts 2008 Al-Hamra open air, Lahore*
- *Sufi Music Festival 2009 at Peru's Café, Lahore*
- *Puppet Art at Peru's Café, Lahore*
- *Children TV, Lahore*
- *Ary 14 August festival at Al Hamra open air, Lahore*
- *University of South Asia fashion show & musical concert in collaboration with Ufone, Lahore*
- *Nescafe Basement 2015*



# MANAGEMENT IDEA

## Management

Sadaat Security is being run and managed by a group of highly qualified and senior former army officers who had the privileged of attending specialized staff and logistic course at the premier armed forces institutions. Professional team adopt and implement the professional business philosophy based on:

- Task analysis
- Planning
- Implementation
- Reporting
- Quality control

## Approach

In order to maintain high standard of performance Sadaat Security integrates a plan which consists of following four elements:

### 1. Strategic Planning

- Supporting client mission
- Supporting client's long-term security planning activities
- Developing management initiative for enhanced performance

### 2. Human Resource Management

For Sadaat Security Human Resources means recruiting the people and helping them to improve by:

- Treating them as valuable assets
- Matching assignments with individual talents
- Providing continuous professional on job training
- Assisting them in career advancement

### 3. Risk Management

We believe in fore seeking the risks and manage them before hand to minimize the dangers in better

### 4. Participatory Management

We encourage all of our employees to take part in assessing, controlling, problem solving and decision making at their work. This results in:

- Better solution
- Better decision
- Sense of participation, pride and responsibility
- Attaining leadership quality

### 5. Productivity Management

We continuously ask ourselves if we are:

- Addressing the right issues and problems
- Applying the most efficient and cost effective methods
- Analyzing the appropriate perimeters
- Employing the proper tools

# RECRUITING, TRAINING AND FACILITIES

## Selection Criteria

Sadaat Security hires the best man power available from Ex-Service and Civilian. Our hiring policy include the following:

- Age should be between 25 and 50 with medical category 'A' and height should be at least 5' 7".
- We verify the security guard's records through NADRA, Police and special branch.
- We hire ex-servicemen from Infantry, Armed core and from SSG (for special services)

## Authorized Training Centre

To provide the best security services we provide necessary training to our security guards from reputed training centers, which are as under:

- Elite Police School Badian, Lahore.
- APSAA Training Centre Lahore.
- ICT Police Lines Islamabad.
- Special courses on Locations.

## Staff Welfare

### **EOBI and Social Security**

We are registered with EOBI and Social Security to provide its benefits to our employees.

### **Insurance**

We have Life Insurance facility to create a sense of security among our employees.

### **Medical**

We provide free medical facility to all our employees.

### **Accommodation**

We provide centralized accommodation to security guards

### **Pick & Drop**

We have company transport, to pick & drop the security guards on duty points.

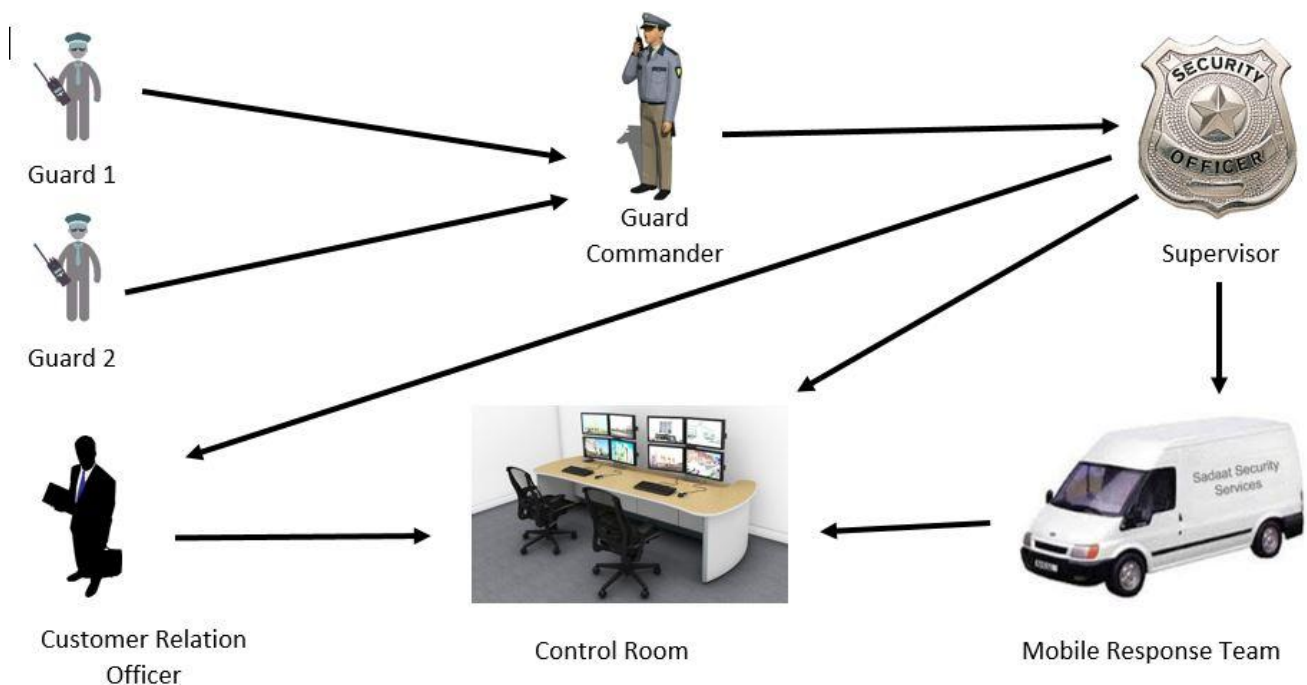
# CRISIS MANAGEMENT

## Crisis Management Team

We have a Crisis Management Team to cope with crisis emergency situations. Our team includes:

- General Manager (focal person)
- Guard Supervisor
- Mobile Response Team (MRT)- Manpower
  - Team Supervisor
  - Team Driver
  - 2 to 3 Security Guards
- Mobile Response Team (Weapons & Equipment)
  - 1 Vehicle
  - 2 Shot Guns
  - 2 Pistols
  - Emergency First Aid Kit
  - Walkie Talkies

## Communication Layout



# MAJOR CLIENTS

Sadaat Security serves all the major sectors including government institutions, telecom sector, industry, business and shops & homes. Some of our major clients are:

## Government Institutes

- 1- Sheikh Zayed Hospital, Lahore
- 2- WASA , Rawalpindi
- 3- Punjab Food Authority (Sheikhupura)
- 4- BISE Abbottabad
- 5- Leather Service Centre, Kasur
- 6- Tevta Training Institution
- 7- Govt. Commerce College, Bahawalnagar
- 8- Govt. Degree College, Bahawalnagar

## Industries and Corporate Sector

- 1- Sargodha Textile Mills Ltd.
- 2- Ali Akbar Spinning Mills Ltd (H.O).
- 3- Sadiq Paper Mills Ltd.
- 4- Escort Pak Ltd
- 5- GFC Fan (Pvt.) Ltd.
- 6- Arshad, Amjad and Abid (Pvt.)Ltd
- 7- Vikor Enterprises (Pvt.) Ltd
- 8- National Progressive Distributors (Pvt.) Ltd
- 9- Kad Kam Technologies (Pvt.) Ltd
- 10- EFFIL (Pvt.) Ltd
- 11- BCL (Pvt.) Ltd
- 12- Karachi Ply Wood (Pvt.) Ltd
- 13- TN Pharma (Pvt.) Ltd
- 14- Pak Poly Industries (Pvt.) Ltd
- 15- Motorway CNG Operating Company
- 16- Road Prince Motorcycles
- 17- Tana Bana
- 18- STM Associates (Pvt) Ltd
- 19- Silver Skins, Sialkot
- 20- SVR Ruba Sundar Estate, Lahore
- 21- Assac Corporation Carpet Industry
- 22- Progressive Traders
- 23- Laam (Pvt.) Ltd.
- 24- Saama News (Punjab, Islamabad, KPK)
- 25- Turk Plast
- 26- Vision Developers
- 27- Cine Star

## Health

- 1- Sheikh Zayed Hospital Lab
- 2- Singapore Medical Center
- 3- Saima Shehzad Hospital
- 4- Shaukat Khanam Labs (Franchise)
- 5- Zinis Labs
- 6- Fazal Din Pharma Plus
- 7- Time Pharmacy
- 8- Spencer Pharmacy
- 9- Kasur Pharmacy
- 10- Total Care Pharmacy
- 11- Super Medical Stores

## Telecom and IT Sector

- 1- Telenor Franchise
- 2- Warid Franchise, Lahore
- 3- Mobilink Franchise, Lahore
- 4- Burque Cooperation (Pvt.) Ltd
- 5- TkXel

## Tranportation/Tours

- 1-Niazi Bus Service Company
- 2-Bilal Travels
- 3-Baloch Transport Company
- 4-OK Tours
- 5-Sky Dome Travel

## Petrol Pumps

- 1- PSO Pumps
- 2- SHELL Petrol pumps
- 3- Hascol Petrol Pumps

## Schools

- 1- Lahore Grammer School
- 2- Resource Academia
- 3- Bloom Field Hall
- 4- Educator School System

## Restaurants & Bakeries

- 1- Bread And Byound Bakers
- 2- YUZU PAN Asian Restaurant
- 3- Ajwa Restaurant and Bakery
- 4- Bait-ul-Mandi Restaurant
- 5- BYOB OutPost
- 6- Butt karahi

## Chain of Shops/Outlets

- 1- Edenrobe
- 2- Sage Leather
- 3- Bata Shoes Chain
- 4- Rasheed and Sons
- 5- Madina Foam Lahore
- 6- Masters Celeste
- 7- DG Home Furnitures Stores
- 8- Japan Stores
- 9- Al Nasser (Punjab, Islamabad)

## Housing Societies and Residencies

- 1- Park View Housing Society
- 2- R/O Dr. Rizwan (dy. Collector Customs)
- 3- R/O Prof. Dr. Arif Qayyum Khan
- 4- R/O Prof. Dr. Azher Iqbal
- 5- Dream Land Housing Society

# OFFICE NETWORK

Head Office Lahore

- Islamabad
- Faisalabad
- R. Y. Khan
- Burewala
- Vehari
- Sheikhupura
- Nankana
- Kasur
- Bahawalnagar
- Muzafarabad (AK)
- Peshawar
- Abbottabad



# ORGANIZATIONAL STRUCTURE

Syed Usman Zahid MBA, LLB, Advocate High Court	CEO
Capt. (Retd) Masood-ur-Rauf	Director (Marketing and Operation)
Major Retd. Imran Gull	Director Admin
Syed Ali Imran	Director HR
Rana Mushtaq Ahmed Toor MA, LLB	Director Legal
M.A. Tariq Retd. F.I.A	G.M. Operation
Muhammad Akram Retd. Pak Army	Manager Admin
Nadeem Naqvi	Manager Operations
Syed Zaigham Shuja	Assistant Manager Operations
Chudary Zafar Gujjar	Manager Marketing
Hafiz Muhammad Abbas	Assistant Manager Operation & Marketing
Ch. Nisar Ahmed Retd. Pak Rangers	Chief Instructor/ VIP Protocol
Syed Shuja Hussain Qualified from UK Security Department	Incharge Site Office
Muhammad Naveed Qualified from UAE Security Department. Ex Security Incharge US Embassy Islamabad	Job Training officer
Ch. Munawar Khan DSP Retd. Punjab Police	Incharge Quick Response Team
Syed Altaf Hussain Shah Qualified from UK Security Department	Assistant O/B Department
Sarfraz Ahmad	Head Supervisor

## CONTACT DETAILS

### Head Office

Address: House no.3, Block-D, near khokhar shadi hall, Jalaal street, Bahar Shah Road, Al-Faisal Town, Lahore-Cantt, Pakistan.

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Fax: +92-42- 36636083

Cell: 0333-4224859, 0333-4528694, 0345-4173310

Web: [www.sadaatsecurity.com](http://www.sadaatsecurity.com)

Email: [info@sadaatsecurity.com](mailto:info@sadaatsecurity.com), [sadaatguards@yahoo.com](mailto:sadaatguards@yahoo.com)

### Islamabad Office

Address: Al-Rehman Plaza, opposite Choice Sweets and Bakers near Ziarat Stop, Latharar Road, Khana Dak, Islamabad.

Phone: +92-51-35830856

### Abbottabad Office

Address: Saqib Plaza, 1<sup>st</sup> Floor, Office No. 2, main College Road, Madain, Abbottabad.

Phone: 0992- 383285

Cell: 0341-4070006