

COMPANY NAME GOES HERE)

# ARMED- SECURITY

## 5 YEAR BUSINESS PLAN

---



### Executive Summary:

Our company, Elite Armed Security Guard Service, will provide elite security services to upscale clients, including celebrities, music artists, and sports players. Our mission is to ensure that our clients feel safe and secure at all times. We will differentiate ourselves from other security

---

---

services by providing highly trained, professional, and reliable armed security guards who have experience working in high-pressure situations. Our target market will be upscale clients who value privacy, safety, and security. Our five-year plan involves scaling up our operations by expanding our service offerings and reaching out to new markets.

Start-up Costs:

Our start-up costs will include:

1. Office space and equipment - \$25,000
2. Security equipment - \$50,000
3. Marketing and advertising - \$20,000
4. Insurance - \$5,000
5. Legal fees - \$10,000
6. Hiring and training of staff - \$40,000

Total start-up costs: \$150,000

Products/Services:

Our company will provide elite armed security guard services to upscale clients. Our services will include:

1. Personal security for celebrities, music artists, and sports players
2. Event security for high-profile events
3. Property security for private residences and commercial properties
4. Executive protection services for corporate clients
5. Secure transportation services for clients who require additional protection

---

## Marketing and Sales:

Our target market will be upscale clients who value privacy, safety, and security. We will reach out to potential clients through a variety of channels, including:

1. Advertising in high-end magazines and publications
2. Direct mail campaigns targeting affluent neighborhoods
3. Referrals from satisfied clients
4. Social media advertising targeting individuals who follow high-profile celebrities, music artists, and sports players

We will also attend high-profile events and conferences to network and promote our services to potential clients.

## Financial Projections:

Year 1:

Revenue: \$500,000

Expenses: \$350,000

Profit: \$150,000

Year 2:

Revenue: \$750,000

Expenses: \$500,000

Profit: \$250,000

Year 3:

Revenue: \$1,000,000

Expenses: \$650,000

Profit: \$350,000

Year 4:

Revenue: \$1,500,000

---

---

Expenses: \$850,000

Profit: \$650,000

Year 5:

Revenue: \$2,000,000

Expenses: \$1,000,000

Profit: \$1,000,000

Expansion Plans:

As we grow, we will look to expand our services to new markets, including:

1. International markets
2. Government and military contracts
3. Private security for high-value cargo and assets

We will also look to expand our service offerings to include cybersecurity and digital security services.

Conclusion:

Elite Armed Security Guard Service is committed to providing the highest quality security services to our clients. With our experienced and highly trained armed security guards, we will ensure that our clients feel safe and secure at all times. Through our targeted marketing and sales efforts, we will reach out to potential clients and grow our business over the next five years.