



Bold Heart Security **COMPANY PROFILE**





**“YOUR BOLD HEART PARTNER IN
SAFETY AND COMMUNITY ENGAGEMENT”**

BOLD HEART GROUP HEAD QUARTERS:

West Square Office Park, 407 West Avenue, Ferndale,
Randburg, 2194, Gauteng, South Africa.

Tel: [+27] 011 326 2742 **Fax:** [+27] 086 720 7579

Mobile: [+27] 079 775 0799 / 074 636 4397

Email: boldheartps4u@yahoo.com

Or info@boldheartgroup.co.za

www.boldheartgroup.co.za

Bold Heart Security Services (Pty) Ltd

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PSIRA: 2669544

www.boldheartgroup.co.za

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INTRODUCTION

Bold Heart Security is a fast growing and top performing proudly South Africa company established to provide high quality, value, service and better ways of achieving every client's Security Services & community engagement / social facilitation to build relationships between retailers and communities they serve. The Company has been in operation since our inception in February 2004. Since Our formation, we have grown to be successful and dependable and have gathered vast experience in Security Services and community engagement.

We provide Services and Products ranging from Property Guarding & Surveillance, VIP Protection, Venue Cleaning, Emergency Paramedics, Multimedia Marketing and Agriculture, social facilitation to build relationships between retailers and communities & Landscaping Services. We are staffed by qualified, trained and reliable full time staff and contractual staff – equipped to handle projects of any magnitude or rank. We are guided in all that we do by our core values of excellence, accountability and team work and our objective to promote growth and development.



Bold Heart Security provides a single point of contact for Security Services and Community Engagement. We specialise in tailor-made products and services that meet our client's needs.

We pride ourselves in our ability to foster strategic partnerships with our Clients and aligning our service models with the key business drivers of each client in its own unique way. This makes for a dynamic approach that enables the core business to operate at its optimum whilst imbedding all the key principles of Security Services and Social facilitation to build relationships between retailers and communities.





Bold Heart Security main Focus is on its demanding customers who vary from Government, corporates, sports, culture and entertainment industries – those who wish to encounter the very best in innovative service that raise the bar in the industry.

We believe that *“Doing it right the first time”* has, and will play a major role in the successful growth of our organisation and much time and effort is spent in formal and “in-house” training, to ensure that you, the Client, experience a service of the highest standard. For **Bold Heart Security** service is everything, and this is what we want you to experience. Our customers are more than merely accounts or revenue, they are our word-of-mouth advertisers, daily performance assessors and most importantly our Partners in business.

Our Core Strengths

OUR MOST VALUABLE ASSETS ARE OUR PEOPLE, we cultivate a professional working environment that encourages forward thinking & excellence, our team of dedicated individuals make up the big picture at **Bold Heart Security** with our Vision as the forefront.

All services provided are regarded as a joint venture investment that could only prove successful when a valued return for our clients is realised, this enables us to achieve the same level of excellence and reliability to manage as well as **deliver world-class service**.

Our Vision

Our vision is to emerge as a leading and reliable service provider in Integrated Security Services and Events Management sector, providing exceptional services and client experience.

Our Mission

- ✓ To be totally committed to service excellence and customer satisfaction in all aspects of our business.
- ✓ To ensure our customers are treated in accordance with their needs by motivated and well-trained staff."
- ✓ To conduct our business with integrity and the highest sense of ethics.
- ✓ To at all times respect and uphold the dignity of our clients and fellow staff members.





Our Values

Our core values in the delivery of Products and Services include:

- Providing professional services to our clients at all times.
- Establish and maintain outstanding and mutually beneficial relationships with our clients, associates and strategic partners.
- Become adequately available to clients, thereby customizing solutions to meet their specific requirements.
- Ensure that, while listening to the client's specific needs, the client's safety and the quality of service is not compromised.
- Always be available and present for services required from us.
- Build goodwill for the company through transparency in our dealings with our clients and within the organization.

Ownership Structure

Bold Heart Security is a young firm that is 100% Black owned and Empowered Company with an average age of 37, the company's directors have diverse backgrounds and qualifications not limited to the Security Industry and Community Engagement.

Member	PDI	Gender	Position
Bruno MEC Nnamdi	Yes	Male	Founder / Owner
Thabiso Llyod Xulu	Yes	Male	Partner

Corporate Governance and Code of Ethics

- The owners endorse the Code of Corporate Practice and Conduct as generally accepted corporate practices.
- Within these parameters the management embraces values that commit to the highest standards of behaviour and ethics in dealing with all stakeholders, including employees, customers, competitors, suppliers and society at large.
- **Bold Heart Security** will always maintain high ethical standards and only do business through fair business and competitive conduct.





Operational Structure



Management and Staff

Our staff complement comprises certified and experienced professionals



The company is dedicated to the very best of **service quality and value for money solutions** for all its customers. This is backed by a rich culture of service delivery and **innovation** to cater to needs that are complex and demanding in nature. **Bold Heart Security** recognises the importance of broad based black economic empowerment and is therefore a 100% Black African owned and managed company. It is a Customer Focused entity born out of the need to provide innovative and efficient services for the discerning customer, both in the Private and Public Sectors, and internationally.





Our Services Structure

Our main services offered include:

**VIP
Protection**

**Supply Cleaning
Chemicals**

**Cleaning
Services**

**Property
Guarding**

Painting





Specialised Services & IT Security Solutions

BOLD HEART SECURITY SERVICES provides integrated security solutions to private and public sectors, local, and international Clientele.

At **Bold Heart Security** we work together with clients on a clear and commonly defined security strategy aimed at maximizing the protection and safeguarding of our clients and their assets around the clock, giving them peace of mind and value-added service with a difference.



Providing Customized and Integrated Solutions for
SECURITY
& Surveillance

We provide a wide range of services each tailored specifically to the client's requirements. Our IT Security product range includes the following solutions:

1. Security Surveillance.
2. CCTV Installation and Maintenance.
3. Biometric Systems and Installation.
4. Security Safe and Strong Room Installation.
5. Private Investigations.



1. BHG Cyber Unit.
2. BHG Diplomat Unit.
3. BHG Info-Tel Unit
4. BHG Academy.
5. BHG Lifestyle.
6. BHG Executive.
7. BHG Kitchen
8. BHG Marine.



Associates and Strategic Partners

We have working relationships with individuals and organizations in the Security Industry and other fields of work. We continuously foster relationships through networks by identifying synergies. Sub-Contracting is no foreign concept to us; hence under no circumstances would we be under capacitated.



These are our Strategic Partners:

- Sechaba Solutions.
- Knight Events Management.
- Clause Protection Services.
- KGPM Protection Services.
- Warwick Hospitality Group.
- Matchworld Media.
- Fidelity Special Events.
- Strategic Logistical Alliance.
- Central National Security Group.
- Dream Catcher Multimedia.
- Six Mabone Entertainment.
- Mlomandau Music Group.
- Jake Productions.
- Sun City Special Events.
- Nkwali Consulting.
- South African Music Awards.
- Total Exposure Events.
- Harem Rosebank.
- Stadium Management South Africa.
- Lodge Sibumbene Events.
- MONTANA Club Rosebank.
- One Source Business Solutions.
- Bhejani Security Services.
- Diligence Security Group.
- Konomakang Hygeine Services.
- Thebe Conferences & Events.
- University of Johannesburg
- High Commission Of Nigeria.
- Poplarjar Entertainment.
- Bling Bling Concepts.
- Ipeleng Risk Management Services
- Ten4 Security Services.
- Mvela Golden League.
- Amogelang Transport SERVICES.
- Icon Soweto
- Kong Rosebank





Some of Our Esteemed Clients and Associates:





Operational Strategy

Growth Plans

- Diversify and introduce excellent products and services
- Maintain reasonable profits every year
- We are committed to black empowerment through training and skills transfer
- Broaden the portfolio of business in the group through being a developer and number one Investor.

Training

Bold Heart Security will be working with various service providers and networking with other business organisations. We will develop company policies on training and development. Establishment of affirmative action or equity for the company to be enhanced. We continuously embark on programs to familiarise ourselves with Industry developments and quality management systems.

Marketing Plan

Target market

Our immediate target market is the following:

- Property Guarding
- VIP Protection
- Venue Cleaning
- Agriculture and Landscaping Services

Market Segments

We have identified the following major users:

- Government
- Corporates
- Sports, culture & entertainment industries
- Public Works

Competitive Advantages

- Pro-active management team
- Professionals
- Labour-force with adequate experience
- Good marketing strategies

We consider mines and industrial firms as major customers with bulk of business expected from them. Long-term contracts are however more possible from the Government.



Social Responsibility (CSR)



Bold Heart Security's approach to attain CSR goals encompasses 3 aspects which are:

1. Employee Needs

We aim at providing our employees with a healthy and safe work environment that allows them to meet both their personal and professional goals.

2. Sustainability Issues

In recent years significant knowledge and evidence has emerged about wider impacts of human activities which include climate change, dwindling natural resources, pollution etc.

3. Community Concerns

We believe that contributing to the economic, environmental and social well being of our surrounding communities is not only a responsibility but our duty. We are involved in uplifting the living standards of the communities we live and work in by offering them employment, training and skills transfer.



Conclusion

Bold Heart Commercial is dedicated to offering excellent service. We always endeavour to meet our deadlines and deliver on large or small orders hence; *there is No Job too Big or too Small*, this is our motto and sincere pledge to all our customers.

We strive to uphold the very best of standards in governance, integrity, compliance and long term sustainability. As a developed SME we are determined to acquire the very best competencies and develop our people to grow the business into a significant participant in the South African and broader African economy.

It is with great pleasure to be at your service!

Contact Persons & Representatives

Bruno MEC Nnamdi
Security Operations Director

Lisa Mofokeng
IT Solutions Director

Thomas Chikosha
Research Logistics Director

Crosby Jodwana
Human Resources Director

Tel: 011 326 2742

Fax: 086 720 7579

Email: boldheartps4u@yahoo.com

Or info@boldheartgroup.co.za

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