

# UOB-SMU

## Asian Enterprise Institute



### Safe and Secure: A Best Security Management Pte Ltd

Established in 1995, A Best Security Management Pte Ltd provides high-calibre security services to a broad spectrum of clients ranging from large commercial complexes to luxurious high-end condominiums.

Apart from its long-standing history and experience with residential condominiums, industrial and commercial buildings, the firm is well-qualified to handle the day-to-day operational needs as well as emergencies. It does this by custom-designing

the standard operating procedures (SOPs) for each project, while its team of experienced and well-trained staff delivers the high level of professional services that the company is known for.

Through hard work and commitment, the company has consistently received grade “A” (Excellent) from the Singapore Police Force – the highest accreditation a security firm in Singapore can obtain. It has also attained the following certifications:

- ISO 9001:2008
- BizSafe Star (Workplace Safety)
- BS OHSAS 18001:2007

Since 2003, it has been a member of the Association for Certified Security Agencies (ACSA).

#### Security... first

As Singapore continues to flourish as a commercial and financial centre, there will be ongoing demand for security products and services. Existing organisations will need upgraded solutions which align with their expanding businesses, while others may want something more secure as they move up the value chain. Yet other enterprises may ask for differentiated products to cater to the varied needs of each business unit within the same organisation. The new downtown at Marina Bay Financial Centre, for example, will require more sophisticated security solutions than when the existing CBD first came up, given the different types of risks and threats that have since emerged.

In fact, security solutions are required across the widest spectrum of industries and segments spanning office blocks and individual offices to financial centres and banks both inside and outside the business districts, gated residences, public places, mixed-use complexes, retail malls, themed parks and even schools.

Security solutions is a broad term which encompasses the most basic security system – manpower security services for guards and patrol – to the most complicated configurations, and utilises software, hardware or a mix of both. Given the high demand for a one-stop centre for security products and services by customers, security companies which possess inhouse IT capability to develop security software products should have good B2B potential. Unfortunately, because security software is often perceived to be complementary to manpower services, there is resistance to paying for it as a standalone service.

In an industry where customers, such as property owners, hold a high degree of power, SME companies in particular need to distinguish themselves in order to stand out from the competition. This is a playing field where the customer is truly king as there are multiple agencies offering a similar range of products and services, and there is negligible cost in switching security companies when the contract comes to an end.

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### **Shaping perceptions**

A recent UOB-SMU AEI's review of security solutions companies in Singapore revealed that among the grade "A" companies certified by the Singapore Police Force, several have distinguished themselves through their niche software offerings. For example, a local company has the competitive advantage of a user-friendly setup wizard, while a multinational company has a more complex system which emphasises security monitoring and tracking, and uses add-ons to enhance customisation and increase the number of features.

The same survey also showed that reliability and cost are the top two critical factors when customers evaluate security solutions, while recommendation from others, certification, and range of supporting products are but distant considerations. A Best Security Management, which has a comprehensive software product portfolio, is perceived to be reliable and cost-effective. Moreover, among its competitors of similar size, it is the only one with the inhouse IT development capability to design security software, and customise it according to customer demands. Its security software products are custom-designed for the industry, which make them suitable for purchase by other security firms which may want to put their own names on them.

However, without a strong brand strategy that showcases its value propositions, A Best Security Management is unable to exploit its technical advantage for B2B. Thus, it needs to work on the four components of brand strategy – strengthening its positioning, enhancing brand identity, increasing awareness, and improving brand loyalty to realise its potential.

### **Delivering 'em... safely**

Mr George Yeo, Director of A Best Security Management, admitted that it was curiosity that made him turn to the UOB-SMU AEI for a brand audit. "The team has exceeded my expectations in terms of product analysis, and this is a good indicator in charting my company's direction and setting of business goals," he said.

Although one of the strengths of the UOB-SMU AEI Consulting Programme is its use of methodological and scientific approaches to address business issues, Mr Yeo is undecided about its usefulness as he runs his business "conservatively" and "traditionally". However, he has already adopted one of the recommendations – to revamp the corporate website. He does not expect any "real impact" in the short term, though the "long-term outlook is positive".

The student-consultants embraced the opportunity to apply their business skills and textbook knowledge to a real-life consulting project. Working in a team of three, and with guidance from the Project Advisor, they were able to "increase the consistency of our thought processes", address the "dynamic variables that we could not influence", and provide "actionable and realistic recommendations". Project Advisor Mr Steven Chan credited his charges for being "quick and enthusiastic learners" who produced "appropriate outcomes for which the SME owner found useful, and appreciated". They also dared to "stand up" for their ideas. Although these ideas were not always right, Mr Chan felt that the "debates" they had during various meetings provided him with a "certain sense of satisfaction" as it showed that the students have prepared themselves well.

**Project Advisor:** **Mr Steven Chan**  
**Student Consultants:** **Alina CHIA Hui Yi**  
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**Camelia KHO Zhi Hua**  
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