MISSON

We provide privacy and security to the people so they can collaborate within their space and innovate feeling safe and secure.

VISION

To be the security service provider with the largest customer base in Africa

INTRODUCE THE COMPANY

From being just a business plan in 1978, to become a small startup 1980 and finally a fully-fledged company in 1985. Serenity become the third access control company to become international in 1995. We now boast of providing our services to several states within our origin country Canada and a number of African countries. Our ingenuity and tenacity has kept us relevant in the safety and security industry.

Furthermore,our branch in Nigeria began operations last 3 years and have lost 17 from 47 staff capacity, 4 from 7 official cars , closed down 2 from 6 branches, 5 from 12 stores, 6 from 16 partner companies and a customer base of 1, 729 from 13,450. However, it is currently facing a liquidation challenge because its financial objectives aren’t met, its customers satisfaction is extremely low and its staff turnover is extremely disruptful. Our board of directors have appointed a team to look into this problem and provide a solution that includes an appropriate strategic management framework that y must capture the entire scope of all financial and non financial process and align the staff objectives with the staff. Additionally, design a bespoke business intelligent software that will be adaptable to all platforms and enable the user to have a seamless control and management of his/her objectives.

sold 17,450 access control equipments in year 2022 worth 13.5 million dollars with a profit of 4.2 million dollars. This

STRATEGY STATEMENT IN FIGURE

To ensure proper safety and privacy of the people to increase productivity and security being our mission with the vision to be the leading safety and privacy service provider across Africa.

Problem Statement

Ever since the resolution of the civil war which held between 1967 to 1970, there has never been a level of insurgence like that which had began in the recent years. Rebels have been quite arrogant and resilient. Though the government has exerted outstandubg amount of resources to put out their flame, they keep pupping up like moles from scattered holes after several holes have been collapsed by the governmwnt. This sistuation has led to a substantial increase in individuals and organizations sourcing for personal security amidst the unpredictable game between the government and the rebels.

The economy of the security sector has been on an ever growing high during these period. All of the products and components are foreign products being imported and installed by foreign personnel who are staff of these foreign companies or a limited few nationals who have either been trained locally or abroad. This is not sustainable ( africa is producing an outstanding amount of IT companies)this shows that there’s need to break out from the norm because in the nearest future , the wave of indeginious inventions will easily sweep the foreign products off the market.

This discovery was made after the reseacrh team, the product development team, the marketing teams and the data scientist conducted a comprehensive research to survey the current situation of things in the market, the possible threats in the nearest future and the feasible solution for stability and sustainability. After identifying the problem we needed a strategy to help structure and guide our innovative solution. We discovered three models in which are in the figures below.

FIGURE OF THE THREE MODELS WITH SELF EXPLANATORY NOTES

In each of the models in fig 1,2,3 are compelling theories that are relevant to our solution so we decided to harmonize them to create a bespoke solution from their combination. Mckenzy says horizon 1, we must keep out core practices while creating innovative ways to improve our strategy

LOOK FOR QUOTES TO EXPLAIN EACH PART THAT YOU WANT TO USE

CREATE A FIGURE THAT EXPLAINS WHAT WE USED TO DO AND WHAT WE INTEND TO INCOPORATE

YOU CAN ALSO INCORPORATE THE STRATEGY TOO

Before I proceed, figure 1 above We cannot only provide these services to only offices and schools because the occupiers of these places also (USE THIS PARAGRAPHE TO BRIEFLY COMMENT ON THE STRATEGY FIGUE ABOVE AND TRANSISION THE MIND OF THE READER TO THE OBJECTIVES BELOW)have other places they visit and gatherings they attend. Our primary goal is to ensure the safety of our the people across all nooks and crannies of the earth. From work to home, parties to holiday events, hospitals to

Business strategy

1. Provision of affordability in the security market across all cadres
2. Creation of a multi demographic system to enable clients adapt our service to their needs
3. Interconnectivity of things.. partnering with providers of complementary components
4. Ease of accessibility and mobility
5. Indoctrination by assimilation (the process of taking in and fully understanding information or ideas )

TRATEGIC OBJECTIVES

1. Provision of affordability in the security market across all cadres
   1. Dominate 75% of the neglected market potential within the rural areas
   2. Provide 30% of the lower grade but standard security services nationwide
2. Creation of a multi demographic system to enable clients adapt our service to their needs
   1. Our services should incorporate both able and disable clients
   2. Our services should incorporate regional changes in our physical make up
   3. Our services must incorporate all major languages
   4. Our services must incorporate both religious & western features
3. Interconnectivity of things.. partnering with providers of complementary components
   1. We must cover 100% of the major complementary components in each region
   2. Create a local protocol ( or interconectivity system locally )
4. Ease of accessibility and mobility
   1. All service providers will be partnered
   2. Move from on premise to cloud
   3. Use best server
5. Indoctrination by assimilation (the process of taking in and fully understanding information or ideas )
   1. Training from school
   2. Training after professionals

Departments of concern

1. Product & service development
2. Procurement
3. Operations & Maintenance
4. Marketing
5. Sales
6. Finance
7. IT

Implementation