



BETTER WORLD SECURITY SERVICES COMPANY

MOTO: SAFETY & TRUST

In summary, Betterworld Security Services Company possesses strong operational capacity, a professional workforce, and a trusted reputation for reliability and integrity. With continued investment in technology, staff welfare, and innovation, the company is well-positioned to remain a leading security service provider in Malawi and beyond.

1. Company Overview

- **Name:** Better World Security Services company
- **Founded:** 2022
- **Headquarters / Location:** [Lilongwe, Central, Malawi]
- **Legal Status:** Private limited company
- **Mission Statement:** To deliver reliable, professional security services that safeguard people, property and assets.
- **Vision Statement:** To become the partner of choice for integrated security solutions across region by providing excellence, innovation, and trust.
- **Core Values:** Integrity · Professionalism · Customer-Focus · Vigilance · Continuous Improvement

Strengths & Potential Considerations

A. Strengths

- 1. Professional and Trained Workforce**
Betterworld Security Services employs a team of well-trained, disciplined, and licensed guards who undergo continuous training in safety procedures, emergency response, and customer service.
- 2. Strong Leadership and Management**
The company is guided by an experienced management team with backgrounds in security operations, administration, and risk management, ensuring quality oversight and effective coordination.
- 3. Tailored and Client-centred Services**
Every client receives a customized security plan based on their specific risks, environment, and operational needs — ensuring precision and client satisfaction.
- 4. 24/7 Operational Capability**
Betterworld operates around the clock with a fully functional control room and rapid response teams, providing reliable protection at any time of the day or night.
- 5. Integration of Technology**
The company combines human guarding with modern technology such as CCTV systems, alarm monitoring, and radio communication for improved efficiency and accountability.



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6. Strong Ethical and Professional Standards

All staff adhere to a strict Code of Conduct that emphasizes honesty, confidentiality, and respect. The company's operations are rooted in integrity and professionalism.

7. Good Community and Law Enforcement Relations

Betterworld maintains collaborative relationships with the Malawi Police Service, local authorities, and community safety committees to strengthen coordinated security responses.

8. Commitment to Continuous Improvement

Through client feedback, refresher training, and performance evaluations, the company continuously improves its services to meet evolving security demands.

9. Nationwide Coverage and Flexibility

The company has the capacity to deploy guards and patrol units across various regions of Malawi, adapting to both short-term and long-term client requirements.

10. Contribution to Employment and Safety

By recruiting and empowering local youth, Betterworld supports national employment goals and community safety, aligning with Malawi's broader development objectives.

B. Potential Considerations

1. Need for Ongoing Technology Investment

As security technology evolves, continued investment in advanced systems (GPS tracking, digital reporting, and surveillance integration) will be vital for competitiveness.

2. Market Competition

The security industry in Malawi is growing rapidly, requiring consistent service quality, innovation, and customer engagement to maintain market share.

3. Operational Cost Management

Rising costs for fuel, equipment, and insurance can affect profit margins, making efficiency and financial control essential.

4. Staff Retention and Welfare

Ensuring good working conditions, motivation, and fair compensation remains critical to retaining skilled personnel and maintaining service quality.

5. Economic and Regulatory Environment

Fluctuations in the economy or changes in security regulations could impact operations, emphasizing the need for adaptability and compliance monitoring.

2. History & Background

History & Background of Better world Security Services Company

Better world Security Services Company was established in **2022** in **Malawi** with a clear mission — to provide reliable, professional, and technology-driven security services that protect lives, property, and business assets. The company was founded in response to the growing need for trusted and



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disciplined security solutions within communities, corporate institutions, and development sectors across the country.

The founders of better world Security Services brought together extensive experience in **security operations, administration, and community safety**, combining their backgrounds in both **public security and private protection services**. Their shared vision was to build a company rooted in **integrity, vigilance, and professionalism** — values that continue to guide every aspect of the company's operations.

Starting with a small team of trained security guards serving a few business and residential clients, the company has steadily grown into a recognized name in the private security industry. Over the years, Betterworld Security Services has expanded its portfolio to include:

- Manned guarding and access control
- Mobile patrol and alarm response
- Event and crowd management
- CCTV monitoring and surveillance systems
- Security consultancy and risk assessment

Through continuous training, strict supervision, and investment in modern security technology, the company ensures that every client receives the highest standard of safety and service.

Today, **Betterworld Security Services Company** is known for its dependable workforce, timely response, and commitment to creating a secure environment where people and businesses can thrive. The company continues to grow its presence across Malawi, guided by its goal to make communities safer and contribute to a **“better world through safety and trust.”**

3. Services Offered

Outline the range of services your company provides. Example services:

- Static security guards (onsite officers)
- Mobile patrols and rapid response units
- Access control & visitor management
- CCTV monitoring & video surveillance
- Risk assessments and security consultancy
- Event security and crowd management
- Residential, commercial, industrial and/or government security solutions
- Specialized services: e.g., K9 units, executive protection, loss prevention

4. Industries & Clients Served

List the sectors you cater to and any notable clients or contract types. Example:

1-Secure Invest company Head office Lilongwe Malawi.

2-Lydia Action NGO, Lilongwe Office and Zomba Office.



5. Unique Value & Differentiators

Betterworld Security Services Company stands out in the private security industry through its commitment to professionalism, reliability, and innovation. The company combines well-trained personnel, modern technology, and a client-cantered approach to deliver dependable protection and peace of mind.

1. Highly Trained and Disciplined Personnel

- All security officers undergo rigorous vetting, background checks, and structured training before deployment.
- Continuous refresher courses ensure guards maintain high standards of discipline, vigilance, and customer care.
- Supervisory teams conduct frequent site visits to maintain professionalism and performance consistency.

2. Client-Focused and Tailored Security Solutions

- Betterworld provides customized security solutions designed to meet each client's specific environment and risk level — whether residential, corporate, industrial, or event-based.
- Clients benefit from personal attention, regular performance reports, and flexible service adjustments as needs evolve.

3. Integration of Modern Security Technology

- Use of CCTV surveillance systems, alarm response units, and radio communication for faster coordination and incident reporting.
- Plans to integrate GPS tracking and digital guard patrol systems to enhance accountability and real-time monitoring.

4. Strong Ethical and Professional Standards

- The company operates under a strict Code of Conduct, emphasizing integrity, confidentiality, and respect for clients and the public.
- Guards are trained not only to protect property but also to represent client organizations with dignity and courtesy.

5. 24/7 Reliability and Rapid Response

- Fully operational command and control system available 24 hours a day, 7 days a week.
- Quick deployment of patrol and backup teams in response to emergencies or client alerts.

6. Local Expertise with a Community Focus

- Deep understanding of the local security environment, laws, and community dynamics across Malawi.



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- Prioritizes recruiting and empowering local youth, contributing to employment and community development.

7. Commitment to Continuous Improvement

- Regular reviews of security procedures, equipment, and staff performance to ensure service excellence.
- Welcomes client feedback to drive innovation and strengthen long-term partnerships.

6 Certifications, Licenses & Compliance

Better world Security Services Company operates in full compliance with the legal and professional standards governing private security operations in Malawi. The company is duly registered and licensed by the relevant authorities to provide security and protective services nationwide.

1. Business Registration & Licensing

- Registered under the Companies Act of Malawi as *better world Security Services Company*.
- Licensed by the Malawi Ministry of Homeland Security through the Private Security Regulations and Licensing Board to provide private security services.
- Complies with the Labour Relations Act and other employment laws of Malawi ensuring fair and lawful staff recruitment and management.

2. Regulatory & Industry Compliance

- Adheres to the Private Security Companies Act and national regulations guiding the conduct and operation of private security providers.
- Operates in line with Malawi Police Service guidelines for coordination, reporting, and cooperation in matters of public safety.
- Maintains health and safety standards in accordance with the Occupational Safety, Health and Welfare Act.
- Follows data protection and privacy regulations in handling CCTV footage, access control records, and client information.

3. Training & Certification of Personnel

- All guards and supervisors are trained and certified in:
 - Basic and Advanced Guarding Techniques
 - Fire Safety and First Aid
 - Access Control Procedures
 - Emergency Response and Crisis Management
- Supervisory staff undergo regular refresher courses to maintain professional standards and operational readiness.

4. Insurance & Risk Coverage



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- Fully insured for public liability, employee compensation, and property damage, ensuring clients are protected against any operational risks.
- Maintains valid workmen's compensation and third-party liability insurance policies.

5. Quality Assurance & Ethics

- Operates under an internal Code of Conduct and Professional Ethics emphasizing honesty, accountability, and confidentiality.
- Implements a Quality Control System that includes regular site inspections, client feedback reviews, and continuous performance evaluations.

7. Management & Team

Betterworld Security Services Company is led by a team of experienced professionals with strong backgrounds in security management, administration, and community safety. The management team is committed to maintaining operational excellence, staff discipline, and client satisfaction through hands-on supervision and continuous improvement.

1. Executive Leadership

- **Managing Director / Chief Executive Officer (CEO):**
Provides overall strategic leadership, ensures compliance with company policies and regulations, and oversees business growth, partnerships, and client relationships. The Managing Director upholds the company's mission of delivering quality and dependable security solutions nationwide.
- **Operations Manager:**
Responsible for daily coordination of all security operations. Supervises deployment of guards, patrol routes, incident response, and communication between clients and field officers. Ensures all guards perform according to standard operating procedures and company values.
- **Human Resources & Training Manager:**
Handles recruitment, vetting, and staff development. Oversees the training of new recruits in security procedures, customer relations, and emergency response. Ensures all personnel meet professional and ethical standards.
- **Finance & Administration Manager:**
Manages budgeting, payroll, procurement, and administrative logistics. Ensures financial transparency, accountability, and efficient resource utilization to support company growth.
- **Technical & ICT Coordinator:**
Oversees the integration and maintenance of electronic security systems, CCTV networks, communication equipment, and digital reporting tools to enhance service efficiency.

2. Supervisory and Field Team

- **Security Supervisors:**
Conduct site inspections, ensure guard discipline, and respond to client concerns. Act as a bridge between management and field officers to maintain consistent performance standards.



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- **Team Leaders:**
Assigned to manage specific client sites or shifts, ensuring that guards adhere to protocols, maintain visibility, and respond promptly to incidents.
- **Security Guards & Patrol Units:**
Trained and licensed professionals providing frontline protection. They are the backbone of the company's operations, delivering safety with integrity, vigilance, and professionalism.

3. Collaborative Culture

The team at Betterworld Security Services operates under a spirit of teamwork, accountability, and continuous learning. Regular meetings, refresher training, and performance evaluations ensure that every member understands their role in achieving the company's mission.

4. Commitment to Excellence

Betterworld's management believes that strong leadership and motivated personnel are key to reliable security delivery. The company's structure allows for quick decision-making, effective communication, and proactive problem-solving to ensure consistent client satisfaction.

Use of modern equipment: CCTV, access control systems, incident logging software

- Quality control and audit processes

9. Risk Management & Approach

Betterworld Security Services Company applies a structured and proactive approach to risk management, ensuring that every client site, asset, and individual under protection is safeguarded through thorough assessment, planning, and continuous monitoring. The company's approach is rooted in prevention, preparedness, response, and continuous improvement.

1. Comprehensive Risk Assessment

Before deployment, Betterworld conducts a detailed site inspection and security survey to identify potential threats and vulnerabilities.

This includes:

- Physical site evaluation (entry/exit points, lighting, barriers, etc.)
- Review of existing security systems (CCTV, access control, alarms)
- Assessment of human factors such as staff movement and visitor patterns
- Identification of potential internal and external threats

The findings are used to design a customized security plan tailored to the client's operational environment and risk level.

2. Preventive and Proactive Measures

Betterworld emphasizes prevention over reaction. The company deploys trained personnel and systems designed to deter and detect threats before they escalate. Preventive strategies include:

- Visible and vigilant guarding presence
- Strict access control procedures



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- Routine patrols and perimeter checks
- Regular staff briefings on situational awareness and response readiness

3. Emergency Preparedness and Response

In the event of an incident, Betterworld ensures swift and coordinated action.

Each site is supported by:

- 24/7 communication with the central control room
- Rapid response teams and mobile patrol units ready for dispatch
- Clear escalation protocols for reporting to management, clients, and local authorities (such as the Malawi Police Service)
- Periodic emergency drills and simulations to ensure readiness for fire, theft, or violence-related incidents

4. Technology Integration

Betterworld complements human security with technology-based solutions such as:

- CCTV monitoring and recording
- Alarm systems linked to rapid response teams
- GPS tracking and digital incident reporting tools (under phased implementation)
These systems improve accountability, speed of response, and accuracy in reporting.

5. Continuous Monitoring and Evaluation

Risk management is not a one-time exercise. Betterworld maintains ongoing evaluation of each assignment through:

- Regular supervisor visits and incident audits
- Monthly performance reviews with clients
- Updating site-specific security plans based on new risks or feedback
This ensures continuous improvement and adaptability to emerging security challenges.

6. Collaboration and Coordination

The company maintains close collaboration with law enforcement agencies, emergency services, and community safety committees. This partnership enhances coordination in crime prevention, information sharing, and response to critical incidents.

7. Commitment to Safety and Compliance

Betterworld Security Services operates under strict adherence to national security laws, occupational health and safety regulations, and international standards of best practice. Every guard and supervisor is trained to follow risk management procedures that prioritize human life, property protection, and ethical conduct.

THANK YOU!!!!!!!!!!!!!!!!!!!!!!