

# CASE STUDY: 360 ALERT SECURITY - RISING FROM CHALLENGES TO SUCCESS

**Ali Haider, Superior University**  
**Muhammad Rafiq, Superior University**

In the thriving landscape of the United Kingdom's security market, where the projected revenue for 2022 stands at an estimated US\$0.9 billion, Nauman Rasheed emerged as a visionary entrepreneur determined to make a lasting impact. With the industry expected to experience a robust compound annual growth rate (CAGR) of 12.02% from 2022 to 2028, Nauman, armed with over 5 years of invaluable experience, ventured into the vast security sector.

Originating from Pakistan, Nauman faced the formidable challenge of establishing a foothold as an outsider in this expansive industry. Undeterred by the hurdles, his unwavering determination and a strategic mindset led to the birth of 360 Alert Security in 2018. Fast forward to the present, and 360 Alert Security has not only overcome the initial challenges but has emerged as Manchester's leading company in the security industry. This case study explores the remarkable journey of Nauman Rasheed and his company, illustrating how vision, determination, and strategic acumen propelled 360 Alert Security to the forefront of the dynamic security landscape.

## The Turbulent Beginning

In the initial phases of its development, 360 Alert Security encountered a tumultuous outset marked by both promise and unforeseen challenges. The company initially gained significant momentum, managing nearly 10 thousand hours per month; however, this positive trajectory was abruptly disrupted when the visionary CEO, Nauman Rasheed, fell ill. During Nauman's absence, the responsibility of leadership fell to Managing Director Farrukh, revealing a notable contrast in leadership styles.

Regrettably, Farrukh's approach to leadership and his demeanor proved to be detrimental, resulting in substantial losses for the company. As the organization found itself at a crossroads, facing a discernible downward spiral, the consequences of Farrukh's autocratic leadership became increasingly evident. While Nauman had been diligently working towards realizing his ambitious vision, including the establishment of an office in Pakistan to leverage cost advantages, Farrukh's management style led to internal strife.

Despite the infusion of promise brought about by the recruitment of individuals such as Luqman, Ali, Alia, and Ali Haider under Nauman's guidance, Farrukh's inability to effectively manage the challenges and his abrasive leadership style resulted in a significant setback. The company experienced a mass exodus of security officers, dissatisfied clients, and a frustrated staff in Pakistan, underscoring the pivotal role that leadership and organizational culture play in navigating the complexities of the security industry.

Throughout Nauman's absence, Farrukh's tenure as the interim leader brought about substantial challenges, and the company found itself at a critical juncture, grappling with the consequences of a declining trajectory.

## The return of the initiator

Upon his return from illness, Nauman Rasheed was visibly dismayed by the company's performance. Without delay, he immersed himself in addressing the setbacks and commenced

strategic efforts to overcome the challenges at hand. At that juncture, the company was burdened by a debt of approximately £50,000. Nauman took the initiative to convene a meeting with the Pakistani staff and his partner Farrukh in the UK.

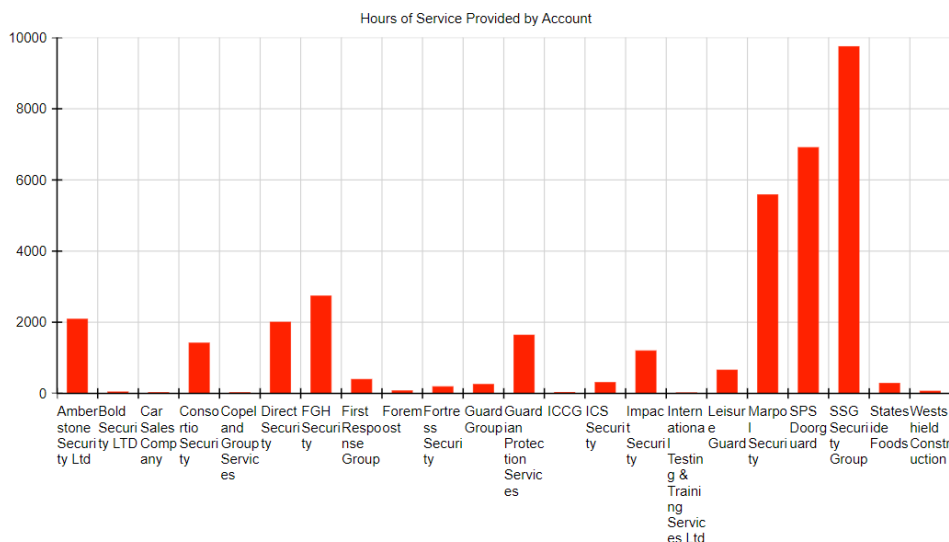
During this meeting, Nauman established clear goals aimed at steering the company out of its precarious situation. Recognizing the urgency of the matter, he initiated outreach to potential new clients. After a concerted effort spanning three months, the company successfully secured a new client. However, Nauman viewed this accomplishment with a measured perspective, acknowledging that it fell short of his expectations. Undeterred, he remained steadfast in his commitment to navigating the company through its challenges.

**Revitalizing Efforts**

Recognizing the need for a change in the company's hierarchy, Nauman Rasheed leveraged his professional network and approached Paul Nadeem, a well-known figure in the security industry with a decade of experience and a strong sales acumen. Fortuitously, Paul had recently resigned from his previous position due to payment issues.

Nauman, acknowledging Paul's expertise, proposed the idea of collaborating with their company. Subsequently, Nauman and Paul joined forces to establish a dedicated sales team. Entrusted with leading the sales team, Paul received a commitment from Nauman: if he could elevate the company's service hours significantly, Paul would be duly compensated.

With Paul at the helm, the sales team embarked on a concerted effort. Paul's leadership style was characterized by encouragement and instilling a positive mindset in every team meeting. Despite initial challenges, the team's persistent efforts yielded positive responses from various clients. The initial target of restoring the company to 10,000 service hours was not only met but exceeded. Within a commendable six-month timeframe, the company achieved a remarkable milestone, reaching 20,000 service hours. an outstanding accomplishment that underscored the efficacy of the strategic changes implemented under Nauman and Paul's collaborative leadership By February 2021 Company was on new Heights by Achieving 30,000 Hours per month (Figure 1).



**Figure 1**  
**SERVICE PROVIDED BY ACCOUNT**

As 360 Alert Security ascended to new heights, the company encountered challenges that threatened its operational efficiency. Complaints began to surge, accompanied by an alarming increase in theft cases. The company faced a growing concern with security officers

either sleeping on the job or, in some instances, refusing assignments after confirmation. To address these pressing issues, a robust solution was imperative. The first crucial step involved recruiting a strong and well-trained manpower, ensuring that security personnel were not only skilled but also committed to upholding the company's standards of excellence. Simultaneously, recognizing the need for technological intervention, the decision was made to deploy a new software system. This software aimed to enhance operational control, streamline communication, and proactively address issues such as officer accountability and job fulfillment. The strategic combination of a skilled workforce and cutting-edge technology became the cornerstone of 360 Alert Security's response to these operational challenges, reinforcing the company's commitment to providing top-tier security services.

### **Enhancing Operational Excellence through Innovative Solutions**

In response to operational challenges, Nauman Rasheed, CEO of 360 Alert Security, demonstrated strategic foresight by engaging with leading software developers to implement Smart Task, a highly regarded security industry solution in England.

### **Operational Efficiency Measures**

Recognizing the need for enhanced accountability, Nauman implemented automated check calls every hour for night shift officers through the Smart Task system. Operations would promptly address any officer failing to respond, ensuring heightened vigilance during night shifts.

### **Mobile Oversight Team**

To further fortify on-site vigilance, a mobile team was introduced, conducting random site visits to assess operational integrity. In cases of officer refusals or lapses, the mobile team would swiftly cover the site until a replacement officer was deployed, significantly reducing client complaints (Figure 2)

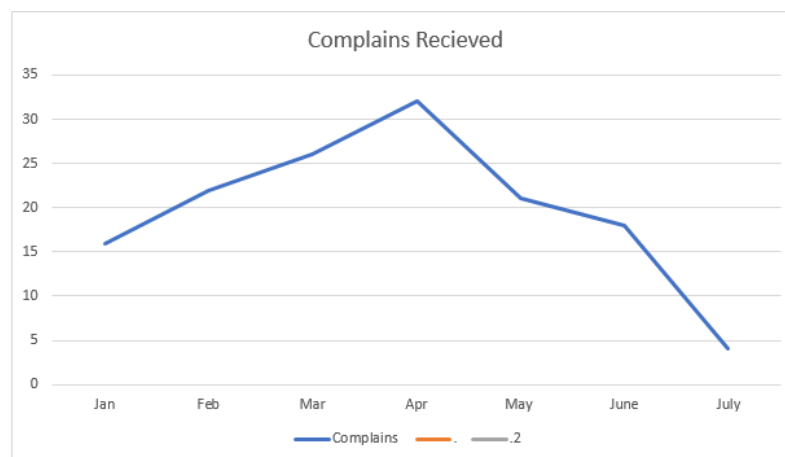


**Figure 2**  
**MOBILE OVERSIGHT TEAM**

### **Theft Prevention Training Program**

360 Alert Security initiated a comprehensive training program to equip officers with the skills to handle theft situations effectively. This proactive approach resulted in an impressive 80% reduction in complaints related to theft cases.

Nauman Rasheed's strategic integration of Smart Task technology, coupled with operational enhancements and a targeted training program, not only addressed existing challenges but elevated 360 Alert Security to a position of operational excellence. This multifaceted approach showcases the company's commitment to innovation and client satisfaction in the ever-evolving security landscape (Figure 3).



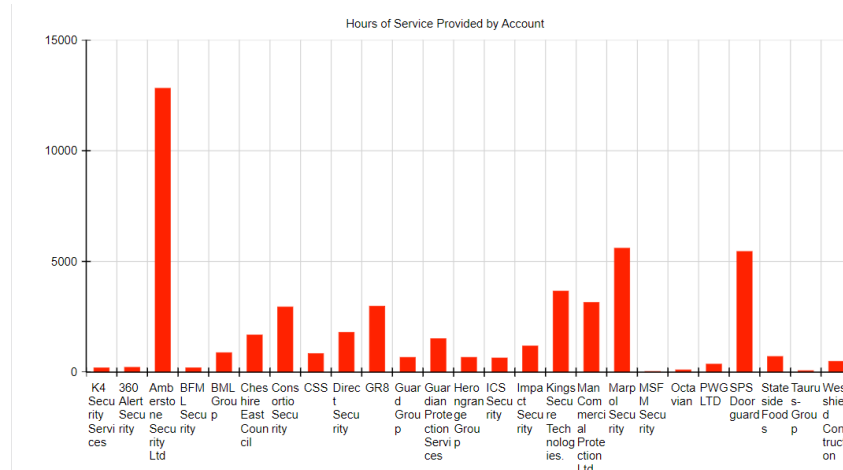
**Figure 3**  
**CUSTOMER SATISFACTION**

### Global Expansion and Cost Efficiency

In a strategic effort to optimize operational efficiency and financial sustainability, Nauman Rasheed spearheaded the establishment of G4C Private Limited in Pakistan. This subsidiary was designed to offer a spectrum of services encompassing administration, accounts, human resources, and control. The implementation of this initiative resulted in a noteworthy reduction of operational costs, bringing them down to approximately 45,000 GBP. This prudent maneuver substantially bolstered the company's financial well-being and exemplified Nauman's commitment to cost-effective and streamlined business processes.

### Exceeding Expectations

Guided by Nauman Rasheed's visionary leadership, 360 Alert Security not only achieved recovery but surpassed anticipated outcomes. The strategic establishment of a subsidiary in Pakistan, where 25 professionals now contribute to 360 Alert Security's operations, has significantly augmented manpower while concurrently reducing the potential for losses. The shrewd implementation of Smart Task, utilizing a cost-effective overseas team, was executed with precision. This strategic alignment not only demonstrated operational efficiency but also facilitated the realization of an ambitious goal – the initial vision of covering 40,000 hours of security a month has seamlessly transformed into an impressive reality of 55,000 hours. Nauman's adept leadership and innovative strategies have positioned 360 Alert Security as a benchmark of success within the security industry (Figure 4).



**Figure 4**  
**EXCEEDING EXPECTATIONS**

**Future Recommendations**

As 360 Alert Security stands on the cusp of further success, certain recommendations can propel the company even higher:

- a) **Investment in Technology:** Embrace cutting-edge security technologies to stay ahead in the ever-evolving landscape.
- b) **Training and Development:** Prioritize ongoing training for staff to ensure they are equipped with the latest skills and knowledge.
- c) **Diversification of Services:** Explore opportunities to diversify services offered, catering to a broader market.
- d) **Global Expansion:** Consider expanding operations beyond the UK, tapping into new markets and enhancing the company's global footprint.
- e) **Community Engagement:** Strengthen ties with local communities to foster positive relationships and build a reputation as a socially responsible entity.

**CONCLUSION**

The journey of 360 Alert Security, from the brink of failure to exceeding ambitious targets, is a testament to effective leadership, strategic planning, and unwavering dedication. As the company looks towards a promising future, embracing innovation and maintaining a customer-centric approach will undoubtedly solidify its position as a leader in the UK security market.

**Received:** 04-Feb-2024, Manuscript No. JIACS-24-14458; **Editor assigned:** 06-Feb-2024, Pre QC No. JIACS-24-14458 (PQ); **Reviewed:** 20-Feb-2024, QC No. JIACS-24-14458; **Revised:** 29-Feb-2024, Manuscript No. JIACS-24-14458 (R); **Published:** 01-July-2024