

Report On
**Developing a Branding Strategy for
Orion Security Services Limited**

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelors of Business Administration

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

7th Jan, 2019

Mr. Md. Shamim Ahmed
Lecturer, Deputy Registrar
BRAC Business School,
BRAC University

Subject: Submission of Internship Report.

Dear Sir,

It was of great privilege to have your guidance throughout my Internship Program and pleasure to submit the Internship report on “Orion Security Services Limited” for the completion of the report on the semester Fall 2019, as a requirement of BBA program.

I have prepared this report in accordance with the instructions given by you and the guideline and academic training provided by BRAC University Business School. I expect this report to be informative with respect to desired requirements, as well as comprehensive.

Working for three months in the organization was inspiring and a great learning experience for me. I believe this knowledge will facilitate me a lot in my future endeavors pursuing a career in the respective industry.

Therefore, I pray and hope that you would be kind enough to accept my Internship Report and oblige thereby. I would be glad to furnish you with any clarification or further query if required.

Sincerely yours,

Asif Ferdous Zapata

ID: 08204056

BRAC Business School

BRAC UNIVERSITY

Acknowledgement

I would like to start by thanking the Almighty Allah for everything. Additionally, I would like to thank my family for supporting me in my efforts, and Lieutenant Colonel (ret'd) Ahmed Tarique Iqbal the managing director of Orion Security services for the opportunity to work with and learn from his staff.

I would like to share further thanks, with all of the kind staff at the Orion Security head office in Uttara for their kind support and understanding during my three month internship. Without them, this report would not be possible.

While writing this report I was put in the unique position of being asked to help develop Orion Securities next stage of branding, however much credit goes to the staff who aided me with ideas and suggestions and to the senior staff who patiently answered my many questions.

Additionally I would like to thank my Academic Supervisor Mr. Shamim Ahmed, Lecturer and Deputy Registrar of BRAC Business School for his patience and support.

Executive Summary

Security is of ever growing importance in our current day an age. As migration brings people to the cities, overpopulation, leads to overcrowding which in turn leads others to desperation and crime. Security services become more and more ubiquitous as time goes and the need for protection in our homes and places of business increases. Orion Security Services limited was founded in February 2007 by Lt Colonel (ret'd) Ahmed Tarique Iqbal, to provide quality protective services to his customers, while increase the quality of life of his employees. Since its founding, Orion Security has grown significantly, and achieved a level of Esprit de Corps that is rarely seen in most companies these days. It's difficult to comprehend that he created a successful security company that has succeeded and thrived almost entirely on the strength of its reputation and the word of mouth of its customers. To this day, Orion Security doesn't have a dedicated marketing or media team to control its online presence or tailor its media content for maximum effectiveness. This paper will cover these shortfalls, and then propose a series of suggestions solutions that if implement could have a significant impact on its future growth., Having worked with the dedicated and passionate team at Orion Security headquarters for three months during my internship, I feel that there is a lot of unrealized potential in this company, I hope that this paper will help them achieve it.

Table of Contents

Letter of Transmittal	i
Acknowledgement	ii
Executive Summary	iii
Table of Contents	iv
List of Tables	vi
List of Figures	vii
Chapter 1: An Introduction to the Private Security Services Industry	8
1.1 Private Security	8
1.2 Overview of Orion Security Services Limited	9
1.3 Core Values	10
1.4 Clients	12
1.5 Training System	13
1.6 Supervision and Monitoring	14
Chapter 2: Analysis	16
2.1 Objectives	16
2.2 Methodology	16
Chapter 3: Internship	18
3.1 Job Description	18
3.2 Copywriting and Editing	18

3.3 International Point of Contact	19
3.4 Brand Development	19
3.5 Observation and Recommendation	19
Chapter 4: Internship Project	21
4.1 Summary	21
4.2 The Website	21
4.3 Marketing Media	21
4.4 Outreach	21
Chapter 5: Challenges	23
Chapter 6: Recommendations and Conclusions	24
4.1 Recommendations	24
4.2 Conclusion	25
References	26

List of Tables

Table 1: Client List	12
Table 2: Total Manpower	13

List of Figures

Figure 1: Company Organogram

11

Chapter 1: An Introduction to the Private Security Services Industry

1.1 Private Security

Private security services refer to any company that focuses on providing security and protection to private individuals, NGOs and businesses. This industry in itself is ancient, dating back to the professional mercenaries of antiquity that were hired to protect or fight on the behalf of their employers. However as the world developed and grew technologically, culturally, and socially, so too did the methods and means of those willing to protect others as a job.

Today private security companies provide a wide variety of services from home security, to personal close protection (bodyguards), event security and crisis management. Bangladesh has several security companies that fill the spectrum of varying levels of training, reliability and specialties. These varying qualities fill a very broad spectrum of security needs that exist in Bangladesh due to the occasionally tumultuous nature of its social and political landscape.

There is a large demand for security in the form of gate guards that exist in the vast majority of homes in Dhaka. These guards are the initial barrier for entry in homes and apartment complexes. Though they are trained in self-defense, most gate guards are not armed beyond nightsticks, as their primary role is to act as a deterrence to prevent unwanted entry. The quality of these guards vary wildly, from fully trained and armed security officers to house employees that double as gate guards. These guards are usually hired either by apartment collectives or by the owners of the building in question.

However, the security industry is primarily a B2B (Business to Business) sector; as most individuals do not need fulltime guards beyond those that are at

risk due to personal wealth, or are under threat in some form. A majority of clients under individual protection are given that protection by their employers, often foundations, companies or NGOs. These B2B contracts vary from broad to specific, and competition for them within the industry can be fierce.

1.2 Overview of Orion Security Services Limited

Bangladesh's major cities and their urban sprawl are growing quite quickly. This is a result of both the population growth as well as domestic migration to the cities in search of jobs and opportunity. This results in explosive growth both in the residential areas as well as commercial sectors; however the overcrowding of the cities does result in a substantial increase in crime. While this is not a good thing, it does, like most things, present both a demand for security and an opportunity to fulfill that demand. The need for security has increased in proportion to this significant growth, and has seen the rise of many security companies seeking meet this demand. This results in what would have been a red ocean situation within the industry if it weren't for this huge and growing demand. This doesn't mean there is not significant competition however.

Despite being founded in 2007 Orion Security Services is well within the top five security services in Bangladesh, with Lt. Col (ret'd) Ahmed Tarique Iqbal leading a team qualified ex-defense forces and civilian officers lending their experience to the companies training regime. Orion Security Services leverages the experience and skills of its officers to ensure the utmost quality of service in its entire staff, and has received glowing reviews from a majority of its clients. They provide but aren't limited to: premise security, warehouse security, patrol, bodyguard, armed guard, vehicle escort, caretaker services, investigations, cash in transit services, risk assessment, event security, and crisis management.

Additionally, Orion also provides Transport Support Service (TSS) resources. This includes trained drivers, fleet monitoring agents, front desk executives, messengers, etc. They focus their competitive advantage on both the quality of their service, as well as 24/7 support.

They currently have more than 5000 thousand security personnel operating in 61 districts throughout Bangladesh. These ongoing activities are monitored 24/7 in what is known as the Control Room, in the head office currently located in Uttara. This round-the-clock monitoring is used to ensure all staff can contact and be contacted by the head office to adjust to changing conditions in the field, such as requesting support or reporting issues that require a quick resolution.

1.3 Core Values

Compassion

We put the client and the client's assets at the center of our focus while providing security and support services with respect, compassion, and dignity.

Commitment

We will uphold the clients trust by maintaining the highest professional standard and integrity.

Excellence

We will continually seek advancement and innovation to achieve better services quality.

Teamwork

We dedicate and combine our skills, knowledge and experience for the clients benefit

Value

We always seek to create and deliver value to our customers.

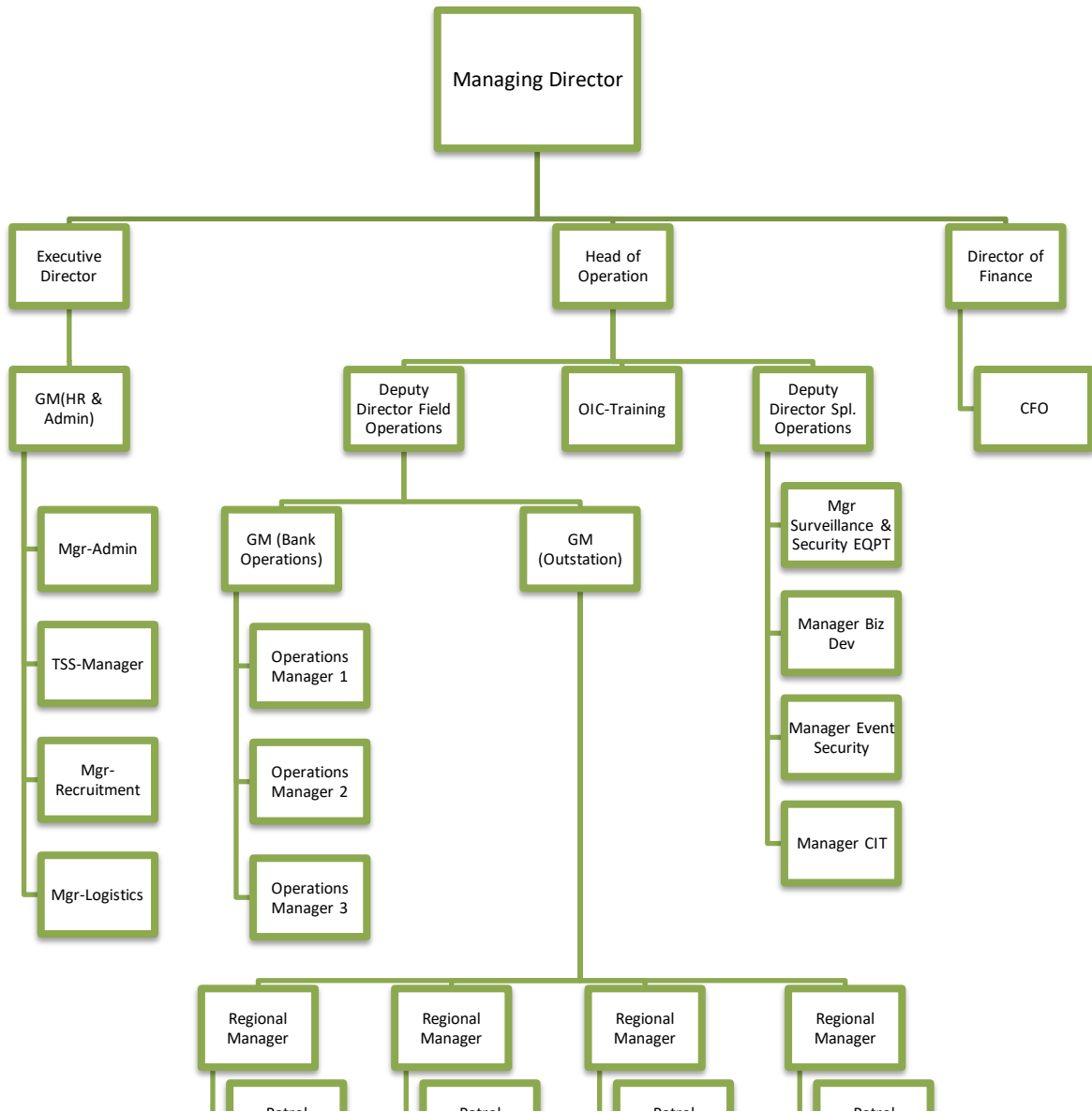


Figure 1: Company Organogram

1.4 Clients

Orion Security Services currently works with a number of multinational and national companies. Major clients are mostly banks, Phone Operators, international aid agencies, and multinational companies, as listed below

Bank Sector	Telecom Sector	Corporate Sector	International Aid Agencies/ NGOs
The City Bank Ltd	Grameenphone	Energy Pack Power Generation Ltd	Save the Children
Mutual Trust Bank Ltd	Banglalink	Energypac Power Venture Ltd	Plan International Bangladesh
Islami Bank Bangladesh	Robi Aciata Ltd	Sun Pharmaceuticals Ltd	Christian Aid Bangladesh
Shahjalal Islami Bank Ltd	Airtel Bangladesh	Berger Paints Bangladesh Lt	Adra Bangladesh
Southeast Bank Ltd	Edotco Group	Alltech Bangladesh	CIRDAP
ICB Islamic Bank Ltd		US-Bangla Group	Bangladesh Center for Communications Programs
Rupali Bank Ltd		Neways Interantional Company Ltd	NGO Foundation
Standard Bank Ltd		Sinha Group	
United Commercial Bank		MetLife Alico	
IFIC Bank Ltd			
Jamuna Bank Ltd			
ONE Bank Ltd			
Modhumoti Bank Ltd			

Table 2: Client list

Ser.	Division	Security Personnel	Driver / Fleet Monitoring Agent	Support Staff / Resources	Total
01	Dhaka	2244	34	73	2351
02	Chittagong	1501	19	16	1536
03	Rajshahi	181	8	2	191
04	Khulna	129	8	3	140
05	Barisal	129	4	2	135
06	Syhet	617	0	5	622
07	Rangpur	41	3	1	45
08	Mymensingh	291	5	3	299
Grand Total		5133	81	105	5319

Table 2: Total Manpower

1.5 Training System

Facilities

Orion Security has a training center in 720/1, Shanti Niketon road, Maderbari, Uttarkhan, Dhaka. This training center has the capacity for 60 people at once, and comes with the following facilities.

- a. One Training Shed (Classroom) with 60 person seating capacity
- b. Guards accommodation(Capacity 60)
- c. Instructors Accommodation
- d. Cook House
- e. Training Office for Officers
- f. One Equipment Storage Room

Training

Orion provides both physical and professional training in order to increase the guards physical abilities in the field as well as their comportment in front of clients. The Philosophy of Hard Training is followed during the three week intensive process. This sort of intensive training is believed to help guard achieve smooth uninterrupted duties in the field. Training is generally in Bangla and is divided into different forms.

- a. Lectures
- b. Demonstrations
- c. Practice/Exercise
- d. Post Orientation
- e. Refresher Training

1.6 Supervision and Monitoring

Procedures

Planned, coordinated and systematic supervision is essential for consistent performance of all assigned staff in the field. Due to the widespread nature of Orion Securities' operations throughout Bangladesh, this is a very important part of ensuring smooth operations. Thus the operational area has been divided into various sectors/areas/zones controlled by a supervisor and his staff. These supervisors are given access to mechanized transports in order to allow them to cover their operational area.

Compensation and Benefits

Orion Security believes that good compensation and benefits can motivate and reward employees to perform at his or her utmost ability. As such they offer a relatively generous compensation package depending personal statistics and

educational level of the employee in question. On top of monthly salaries, Orion Security employees get the following benefits.

- A height allowance from Tk. 100 to Tk. 1000/= for 5' 6" and above.
- Education allowance for SSC, HSC, and BA pass guards (Tk. 100, 200 and 300).
- Children allowance (Tk. 100 per child up to a maximum of two).
- Freedom fighter allowance Tk. 3000/= per month.
- Festival bonus for two festivals on completion of one year of service.
- Subsidized accommodation, uniform and post equipment.
- Free prescription medicines by a company appointed Doctor.
- Workers compensation insurance
- Monthly/one time stipend for meritorious children of employees.
- Interest free long term personal loan facility from the company fund.

Ending Summary

Orion Security believes that exhaustive training, strict supervision, a focus on employee welfare and a zero tolerance on corruption as all necessary factors in ensuring the highest quality of service. These factors work to instill a sense of pride in all their employees otherwise known as Esprit de Corps, which is important, because it makes Orion Security matter to their employees in ways many other business fail or do not even try to do.

Chapter 2:

Analysis

2.1 Objectives

The main objective of this paper is to show how Orion Security can increase its branding outreach to improve market penetration in the security sector in Bangladesh. In doing so I hope to combine my experience working with Orion Security and my marketing knowledge to provide an actionable brand development plan.

Primary Objective:

I intend to provide an actionable brand marketing plan that can be used by Orion Security moving increase their brand outreach while gaining experience in developing a branding plan.

Secondary Objective:

- a. To gain a clear understanding of Orion Securities current marketing efforts
- b. To learn more about Orion Securities company structure and how it function.

2.2 Methodology:

This report is being written based on my experience working for Orion Security as an intern for three months, as well as my efforts to see how I can improve or create new avenues for spreading the Orion brand more effectively to its target market.

1. Primary Data Sources

- My hands on experiences
- My interactions and unofficial interviews with various

administrative staff.

- My observations on the current internal systems of Orion Security.
- Several Conversations with the Managing Director.

2. Secondary Data Sources

- Orions Website.
- Orions Company Profile.
- Various media used by Orion current marketing strategy.

Chapter 3:

Internship

3.1 Job Description

Orion Security Services initially hired me as a general intern for their Uttara Head Office. Originally I was supposed to work under various department heads on a rotating basis in order to gain experience in different sections of the company. However, during my interview my conversation veered into the topic of branding and marketing for the company. I was shown some samples of their current marketing materials and told they did not have a strong marketing department as their current strategy was word of mouth with strong customer retention. Suffice to say I had a great deal of suggestions on how to improve outreach, several of which interested the General Manager to the point where he suggested I focus on that during the course of my internship. I was a qualifier I was happy to agree to.

As the first two weeks passed, my responsibilities changed from being a general intern to a more focused copywriting, and English editing set of tasks in addition to my overall goal of studying and improving Orion Security's branding strategy.

Due to security reasons and a signed agreement I am unable to elaborate on the specific mechanics of how their response system functions, as well as their pricing strategy and a few other factors. As a result I will mainly focus on the branding part of my experience rather than my personal experiences and observations of certain functions and meetings I was privy to during my time at Orion Security.

3.2 Copywriting and Editing

I was asked to work as a copywriter and editor as I am a fluent English speaker

and writer. This mainly focused on editing and correcting the written work of the administrative staff when asked, as well as writing content for several internal presentations as well as company summary used to advertise the benefits of Orion Security when speaking directly to potential or returning customers.

3.3 International Point of Contact

I was given responsibility over Orions contact email when responding to potential foreign customers. I was not asked to respond to local non-english speaking customers. When an international organization or person sought to contact Orion for its services, I was the one who responded either over email or on the phone.

3.4 Brand Development

This was my primary focus and goal of my time at Orion and this paper. I started this project my by taking a holistic view of how they are marketed and then seeing how it could be improved upon. Initial impressions were less than positive. Much of the upper level staff have military, security or administrative back grounds, but not truly had any marketing experience. This placed a burden on me as much of the management did not wish to actively make changes to their current strategy, but instead wait for this paper and then make decisions based on its recommendations.

3.5 Observation and Recommendation

Overall I had a positive experience working at Orion security. Despite not having the facilities or experience in handling interns, the staff always made me feel welcome and was very understanding when I would approach them to ask questions on various topics of their work. I took only one trip to the

Uttarkhan training center with the General Manager, but otherwise I primarily stayed in the head office during work hours. My observations and experiences working with various sections of the head office gave me a good framework to understand how the industry functioned.

However, one area that was lacking was in their brand awareness and marketing. There are significant improvements to be had in this area, from the simple and easy to execute to the more difficult ones that require changes in workflow and investment. Below are several recommendations, both for the company as a whole and specifically in their marketing side.

- They will need to expand their office space as they grow, as they will need to add a new department to pursue their marketing objectives.
- They should hire a professional developer to modernize their website.
- They need more outreach and advertising to improve their market share.
- Much of their in house content is dry and full of text and numbers. There needs to be more of a media focus in order to attract more customers.
- A more robust social media presence beyond Facebook

Chapter 4:

Internship Project

4.1 Summary

Orion Security Services has a serious branding problem. It lacks public awareness against its competitors despite often having superior quality in services and customer care. This is a serious problem that is hindering its growth potential. The aim of this report is to give Orion Security a framework from which to grow their marketing arm, and their business in the following decades.

4.2 The Website – orionsecurity-bd.com

It a single glance to know that the website for Orion Security is subpar in nearly all aspects. Which is a sad thing, as it in no way reflects the actual quality of their services. There are some clear issues with its formatting, and it is lacking in nearly all modern functionalities people expect from websites these days, such as small screen support for mobiles and tablets. Additionally all the contact information listed at the bottom is extremely difficult to see as it is dark grey text on a black background. The entire website has the feel of a developer who was given all the content he required but only knew the very basics of how to put it together.

4.3 Marketing Media

Much of the marketing media for Orion consists of photos, text and numbers. It is not particularly engaging by any means, and I was able to observe this effect directly when I was asked to observe a pitch meeting a representative of an NGO during my second month at Orion, and saw firsthand that the presentation used, were simple walls of text with the occasional table, graph or photo. Despite the importance of the content being spoken about, the media being used served more as a deterrent than something that would attract a new customer.

4.4 Outreach

Orion Security relies on positive word of mouth for a significant amount of their advertising. It is an impressive sign that they have gotten so far in the past decade in such a competitive market purely on the quality of their work, and their customers appreciation of it. Orion has great potential for growth, however it is held back by its lack of certain business practices such as a strong marketing outreach program. Especially by online and social media advertising through, Google, Facebook, and other such platforms

Chapter 5:

Challenges

While I enjoyed my time during this internship, there is no denying I have faced some challenges and issues over its three month length. During the first week of the internship I was reassigned on a daily basis between all the sections of the head office to get me acclimated and form base for my future work. Unfortunately it quickly became clear that Orion Security in itself did not have any system in place to support or manage interns, to the point that I did not have an assigned desk. Instead I was required to rotate with my laptop between empty desks as they became available. Many of the administrative staff often left on supervisory or other tasks, leading me to borrow their chairs and desks for however long I could before they returned. In the end there were many instances where all I had was a chair in a corner, using my laptop in my lap. This situation was not a result of malice or negligence, in fact the staff proved friendly and welcoming after the first few days, but rather due to a lack of space within the office complex. Every single administrative member works very hard and each and every one has an important job, however that didn't change that the office in the end, was at max capacity.

This was initially very awkward and frustrating but I eventually got used to it, just as the staff grew used to seeing me sitting in different places, sometimes multiple times a day.

Chapter 6:

Recommendations and Conclusions

6.1 Recommendations

The Website

The website is the easiest solution to seek. There are many web developers in Dhaka who could modernise it with relative ease. This would require a initial time and cost investment, but it would have significant impact of how Orion itself is perceived to people searching for security solutions online.

Marketing Media

The problem can be resolved by setting up a set of design rules for the company as whole. One example is having standardized and required color palette for all content, with the intention of making those colors instantly recognizable as being attached to Orion, A good example of this is BRACs pink logo which is easily distinguishable and recognizable.

In an effort to make learning about Orion and its services more interesting and engaging, I highly recommend hiring professional videographers to record and create introductory videos that visually show their services in action as well as training and even positive customer interviews. Putting these videos on a platform like youtube takes away any cost associated with hosting content privately while making it easily shareable and searchable. One high quality video can tell a person more about Orion and its employees as a company, than any number of tables and graphs.

Following on that, additionally, a professional photographer would also be extremely useful in showing the best possible face of the company, both offline and online.

Outreach

Having an employ dedicate time to social media outreach, engaging with both potential and current customers would be very useful in spreading Orions footprint in the social media sphere, which leads to more clicks, more views, and more people knowing about the company. This also allows customers additional avenues to send feedback and ask questions.

6.2 Conclusions

Orion Security Services Limited is a company with great potential for further growth. With inclusive and supportive company culture and policies, they have already proven to have the qualities needed to succeed. However they're potential is currently being stifled by a lack of proper online and offline marketing and engagement with their potential customers. This leaves them with only a small portion of the market than a company of their qualities could achieve. Unlocking this potential will require investment into things that to some may seem irrelevant, but if my recommendations' are followed and expanded on, I am sure they will have a very successful future. Investment into branding and marketing is an absolute necessity for a company of Orions size. Impressive as it is with what they have achieved without dedicated marketing teams, I can only imagine how far they could reach with one.

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