Letsatsi Guarding Services (Pty) Ltd

Static guarding for retail and construction sites · Alberton, Gauteng

BUSINESS PLAN

REGISTRATION NO. 2026/301457/07

EXECUTIVE SUMMARY

Letsatsi will supply PSIRA-registered static guards to retail strips and building sites in Alberton and the surrounding East Rand. The founder, Thulani Mokoena, holds a PSIRA Grade B and has spent nine years in guarding, the last three as a site supervisor responsible for 14 officers. The business needs R151,000 to start, funded from savings and a family loan, breaks even at four guarding posts, and targets five posts with monthly billing of about R135,000 by month 12.

THE BUSINESS

Letsatsi is a private company with one director and shareholder, Thulani Mokoena (100%). The company is registered with CIPC. PSIRA business registration is in progress and must be issued before the first contract is signed; every officer deployed will hold an individual PSIRA registration. The company is registered for UIF and COIDA, and officers will be enrolled with the sector provident fund from their first shift.

MARKET AND CUSTOMERS

The buyers are centre managers of small retail strips and main contractors on housing and warehouse sites. Both currently choose between national firms, which are priced for corporate contracts and slow to adjust a shift roster, and informal operators with no PSIRA registration, which compliant clients cannot use. The gap is a small, fully registered firm where the owner checks sites personally and a roster change takes one phone call. Fifteen retail strips and roughly twenty active building sites sit within 15 km of the founder's home; two centre managers he has worked with have asked for quotes already.

SERVICES AND PRICING

SERVICE	SCOPE	PRICE PER MONTH
Day post	07:00-19:00, seven days, Grade C officer	R23,900
Night post	19:00-07:00, seven days, Grade C officer	R24,900
24-hour post	Two 12-hour shifts, seven days	R45,500
Construction package	Weekday nights plus weekends, site-locked	R16,900

Prices carry the sectoral determination wage, statutory contributions, uniforms and supervision, with roughly a quarter of each post as gross margin.

OPERATIONS

Six officers hired for the first three posts, all Grade C or above and individually PSIRA-registered before deployment. The founder supervises: unannounced site checks on every shift and a posting register photographed to the client's WhatsApp group each morning. A used bakkie covers site rounds and emergency stand-ins. Admin and payroll run through an accountant at a fixed monthly fee.

THE MONEY

STARTUP COST	AMOUNT
Used bakkie, deposit and first instalment	R28,000
PSIRA business registration and inspection	R6,500
Uniforms and kit, six officers	R11,400
Two-way radios, four units	R7,600
Public liability cover, first premium	R2,300
Working capital: first month of wages	R95,000
Total	**R150,800**

Fixed overheads run at about R28,000 a month: vehicle instalment and fuel, insurance, phones and radios, accounting, and a founder's draw of R15,000. At the margins above the business breaks even at four posts. The working capital line exists because officers are paid at month-end but the first client payment arrives 30 days after invoice; this is the number that sinks most new guarding firms.

MILESTONES AND RISKS

First year

- Month 1-2: PSIRA business registration issued, first two posts signed
- Month 6: four posts, break-even
- Month 12: five posts, R135,000 monthly billing

Main risks

- Late client payment against month-end wages; mitigated by the working-capital float and 30-day terms enforced from contract one
- Officer no-shows; mitigated by two standby officers on the roster
- Losing a post at short notice; no client to exceed 40% of billing after month 6