



# Royal Falcon Security

Company Profile - 2017





“ A strong security culture is both a mindset and mode of operation. One that’s integrated into day-to-day thinking and decision-making can make for a near-impenetrable operation. Conversely, a security culture that’s absent will facilitate uncertainty and, ultimately, lead to security incidents that you likely can’t afford to take on.”





# MESSAGE FROM THE GENERAL MANAGER

**Yasser El Fattah**  
General Manager

The UAE holds a strategic advantage as it is becoming an economic, commercial, cultural and geographic centrepiece of the world. We have realised that we are now playing a great role in the nation and in the Middle East region of committing ourselves to provide an organised and customised security and related services to the locals, residents and guests in the UAE. We accommodate to ensure diligent protection for our client's personal safety and their properties, up to the extent of national and global event security, in great consideration of the emirates' uniqueness and diversity.

With such, we further commit to improve our administrative and security personnel's competence, experience and equity; and eventually the quality of our customer service. We devote our efforts to ensure that we are all moving as one team to achieve our vision and mission; and live and work with our guiding principles and core values. Our success metrics are definitively pegged on satisfied customers, inspired employees, trusted partners and motivated stakeholders.

We are determined to exert most of our time and effort to ensure everyone's stay in UAE truly worthwhile and meaningful, to keep one's propriety, and to make any risks be the least of our client's daily concern.





# ABOUT US



Royal Falcon Security LLC, or simply RFS, is a subsidiary of SBK Holding, under the sponsorship of H.H. Dr. Sheikh Sultan Bin Khalifa Bin Zayed Al Nahyan, Adviser to H.H. President of United Arab Emirates.

Our company was established on 7 May 2012 to provide a wide range of security services including Close Protection, Asset/Property Protection, Manned Security Services, Special Events Security, VIP Bodyguard Security, and Night Club / Bar Security. We are licenced to operate within the seven emirates of UAE. We hold the following permits and licences:

- General Security Services and Hotel Security issued by Dubai and Abu Dhabi Government; and
- Registration Certificate issued by Dubai Police HQ, Department of Protective Systems for the following activities: (a) Party Security and Close Protection Services; and (b) Property Guarding Services.





# VISION

At Royal Falcon, we envision and commit for a 'pure-as-home' safety for all of our clients and people. Our business idea supports this vision through service-oriented security protection of choice within the Emirates and across the Gulf region.

**“When people talk about topnotch security assurance, Royal Falcon come very first in their minds.”**



# MISSION

To offer superior quality of security & safety services that: CUSTOMERS genuinely feel secure & taken care of, EMPLOYEES truly sense pride and happiness, and STAKEHOLDERS enthusiastically look for both of long-term returns and motivated life beyond work.

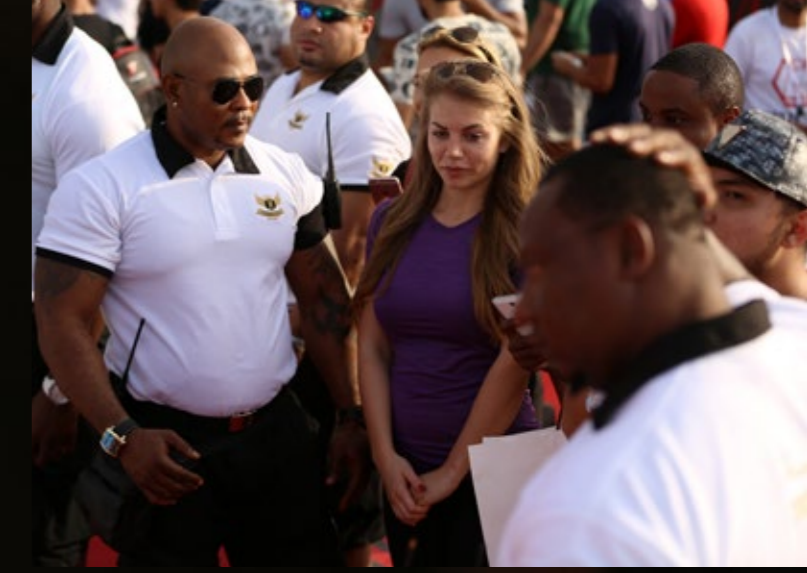




# CORE VALUES STATEMENT

We live and work with our core values of INTEGRITY, DEPENDABILITY, EXCELLENCE and ASTUTE LEADERSHIP (I.D.E.A.L.)

"**Integrity** encompasses trust, honour & ethical business practice; **Dependability** incorporates diligence, reliability, loyalty & responsiveness to people's need; **Excellence** highlights service quality & professionalism in form and attitude; and **Astute Leadership** inspires for a disciplined and happy organisation through a transformed business management."





**We can still be considered as a new player in the industry,**

But our list of key clientele would speak for our company itself, as we provide quality services to the following, among others:

- Fairmont Hotel (Dubai, Ajman and Fujairah)
- Le Meridien Mina Seyahi Complex
- Al Masood
- Golden Sands Hotel

Currently, our company is driven by our General Manager, Yasser El Fattah, who is committed to transform the security business and its auxiliary services in a going concern. We fully operate branch offices in Dubai, Ajman and Abu Dhabi supporting the entire UAE operations with a growing full-time personnel, currently with at least 30 admin personnel and approximately 1,000 in field operations.





## We Ensure All Our Security Personnel Have

- Military/Police/Security Background
- Possess good command of the English language
- All our staff are 100% Dubai Police Security trained
- Internal Basic Security Training
- Onsite training before deployment
- Customer Service Skills
- Good grooming
- Specialized training depending on client requirements
- Basic First Aid Trained and life saving
- Good posture and excellent body built. Highly motivated and confident.

## Our Services

- Property Guard & Surveillance Services
- Party Security & Private Guarding Services
- Special Events Security Services
- Night Club/bar Security Services
- Manned Security Services
- Close Protection
- Receptionist Cum Guard Services

## We Also Offer

- Professional CCTV Cameras for your properties.
- (Hotels, Warehouses, Offices, Residences, Hospitals and the like).



Military/Police/Security  
Background



Close Protection



## Grade A Security Guard / Bouncers Qualifications

- Reliable and honest.
- Good physical appearance; good posture, excellent body built (bouncers).
- Bold and physically able to screen individuals and prevent passage of prohibited articles and persons into restricted areas.
- Ability to respond properly in case of different problems or emergency.
- Ability to analyze problems and situations and take prompt effective action.
- Ability to enforce regulations and rules effectively.
- Ability to recognize an emergency or immediate threat and take appropriate action in a mature, controlled manner, applying existing policies and guidelines.
- Ability to exercise sound judgment in dealing with unanticipated problems.
- Ability to observe and record & report events accurately.
- Ability to communicate well in English language.
- Punctual and regular.
- Excellent communication skills.
- Problem solving.
- First class service delivery.
- Safety conscious.

Ability to recognize an emergency or immediate threat and take appropriate action in a mature, controlled manner, applying existing policies and guidelines.



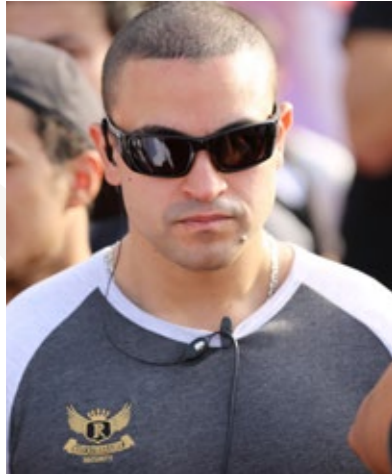


# Our Valued Clients





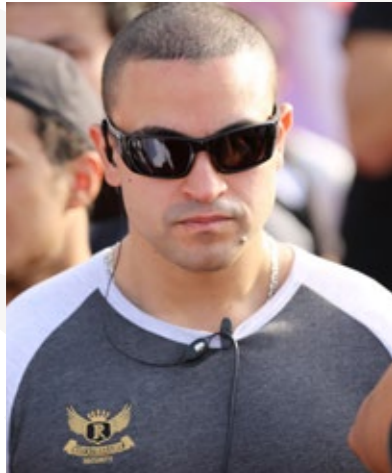
# Our Executive Team



**Mohammad Al Fattah**

Marketing Manager

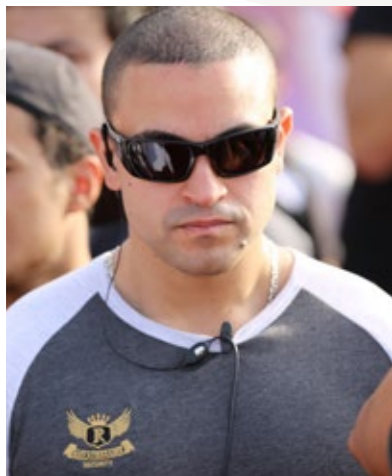
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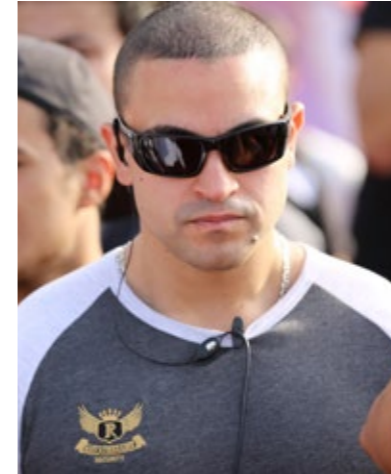
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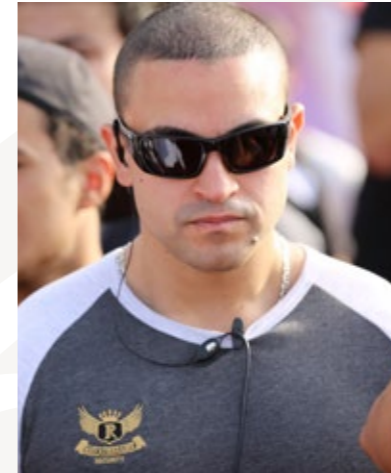
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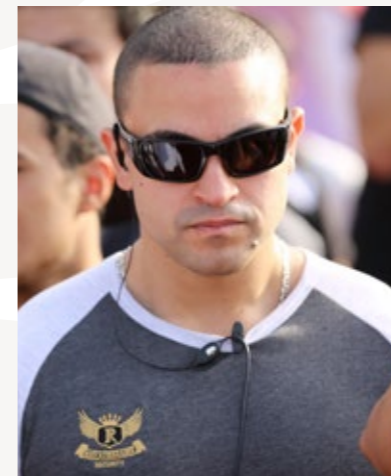
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# Industry Sectors

## Name of Security

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## Our Address

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