Title:  The effectiveness of the marketing strategies of the Alert Security and Investigation Agency: a case study

Author:  Peelbar F. Salada, Sr.

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Abstract:

Statement of the Problem

The research project was designed to determine the effectiveness of the marketing activities of the Alert Security and Investigation Agency, Inc. (ASIA) with reference to how the agency attracts and obtains clients, services their needs, and maintains them.

The research answered the following questions:

1.  What are the marketing strategies of ASIA?
2.  What are the marketing problems facing the company?
3.  What options are available to the company for solving its marketing problems?

Methodology

The research method used in the study was a descriptive case study.  The analysis of the company’s marketing mix strategies was done through the collection and analysis of secondary and primary data using researcher designed interview-questionnaire.  Three different forms of questionnaires were used: one for the administrators, one for the clients, and one for the security guards.
All the employees of ASIA, in Metro Manila, were respondents in the study. This included 196 guards, 20 clients, and 2 administrators.

**Questionnaire Administration**

The researcher, using the appropriate questionnaire, interviewed the administrators and clients. The employees responded to a written questionnaire. The vice-president of the company approved the gathering of the data, and the company’s field supervisors gave their full support. Since this was a study, the values obtained were parameters rather than statistics. Percentages and frequency distributions were used to describe the data.

**Findings of the study**

The marketing strategies and marketing mix used by ASIA were found to be generally effective. Eighty-five percent of the company’s clients indicated that they would hire additional guards for their businesses from ASIA. Most of the clients renewed their contracts citing their reason as finding the services of ASIA acceptable.

Most of ASIA’s guards were satisfied with ASIA. They said they would not leave ASIA to work for ASIA’s competitors because they had developed good relationships with the management and the salary was reasonable and was paid on time.

ASIA used various advertisements and promotional programs to inform clients about its services. Other clients and security agencies’ recommendations of ASIA’s services indicated clients’ satisfaction with ASIA’s services and good relationships with other security agencies within the industry.
Conclusions

The results of the study support the following conclusions:

1. In general, the marketing strategies of ASIA are effective.

2. Of the four marketing mix strategies or the four controllable marketing variables—product, place, promotion, and price, only three are effectively used by the agency.

3. The problems facing the company are lack of control over employees being recruited by other agencies, collection of accounts receivable, and lack of an effective transportation system for security guards.

Recommendations

The following solutions were recommended:

1. ASIA’s management needs to lobby Philippine Association of Detective and Protective Association Operators, Inc., for the stabilization of the pricing system of the security industry.

2. ASIA should grant an annual cost of living increase and transportation provisions.

3. ASIA should develop a sub-department to process accounts effective.

4. The company should computerize the financial system to make the collection of accounts receivable more efficient and effective.

5. ASIA should establish “pick up” points in the different parts of Metro Manila, where the guards can go and ride the company vehicles to their places of duty.