



**FRONTLINE**  
GENERAL SECURITY GUARD SERVICES

# COMPANY PROFILE



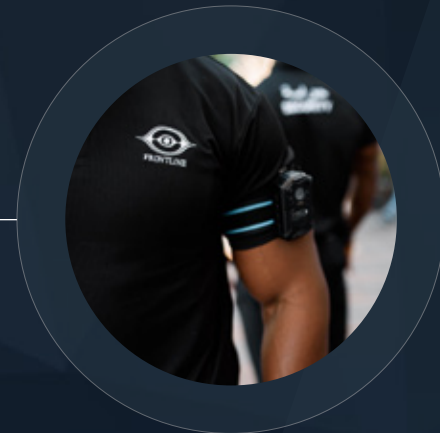
# ABOUT US

Frontline General Security Guard Services is a licensed establishment that provides protection & man guarding services to high-profile businesses and clients across the **United Arab Emirates**.

The L.L.C. is highly qualified in accommodating tailored security solutions for all events, clients & organizations in all industries from F&B and retail.

Over the last twelve years, **Frontline General Security Guard Services** has recruited experienced, licensed & trained security professionals in the region.

We believe that our security guards are an extension of your company, and as such, you can always expect professional conduct and the highest standards of presentation.





FRONTLINE  
GENERAL SECURITY GUARD SERVICES

## HISTORY

In 2010, Frontline General Security Guard Services was initially established under the name of AMZ Group.

The purpose of the organization was to address the issue of quality security and man guarding.

During that time, the increasing demand for our services resulted in a huge expansion of our clientele, their affiliates & their growing business establishments.

Twelve years later, we established the second member of the group in the United Arab Emirates, currently known as Frontline General Security Services L.L.C.

# MISSION

Our mission is to provide outstanding protection, safety and security to our clients through our tailored services.

Our top priority is to ensure the protection of our client's premises, staff, assets & the general public.

# VISION

We are dedicated to improving the services we deliver to our clients on a continuous basis.

We seek to fulfill all our goals and exceed our client's expectations by investing in our most valuable asset; our people.

Our aim is to win our client's trust by providing the highest quality safety & security services in the United Arab Emirates, while expanding Frontline General Security Guard Services to more GCC countries across the region.

# VALUES

We value transparency, integrity, professionalism and mutual respect above all else as a corporation and as individuals.

We hold ourselves accountable to our clients, employees and partners by keeping our promises, delivering outcomes and aiming to provide the finest security services possible.



# SERVICES

Frontline General Security Guard Services provides personnel, who work closely with the client's management team on crime prevention, detection and training programs.

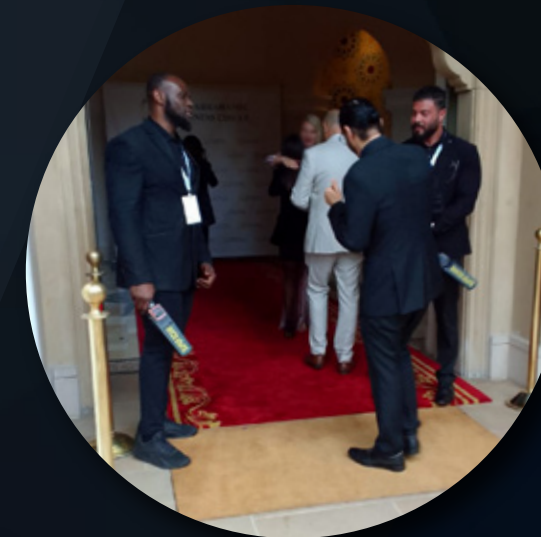
Our highly trained personnel are all vetted and are of good character.

## SERVICES PROVIDED

- » Bouncers
- » Bodyguards
- » Event Security
- » Housekeeping
- » Close Protection
- » CCTV Operators
- » Life Guard
- » Maintenance
- » General Services

## PROFESSIONALS TRAINED IN

- » Health, Safety & First Aid
- » Systematic Control Systems
- » Security Evaluations
- » Bomb Threat Procedures
- » Customer Service
- » Risk Assessment
- » People Of Determination
- » Leadership And Personality Development
- » Fire Safety, Abatement & Evacuation



## OUR TEAM

Our security team is an extension of your business,  
We aim to deliver the highest quality standards  
not only in our services but also in our presentation.

Grooming & Personal hygiene is always strictly  
monitored & implemented.



### HAIR CUT

AS PER THE STANDARD



### UNIFORM

WASHED & CHANGED DAILY



### BEARD & MUSTACHE

CLEAN - SHAVED

# ADVANTAGES

- » Frontline General Security Guard Services is founded by a well known and established mother company AMZ Group.
- » Our staff are professional skilled and trustworthy individuals in security, lifeguarding, housekeeping, customer service, management, health and safety and hospitality industry.
- » We are approved and certified members of SIRA.
- » We provide insurances that secure and cover the client, staff and properties.
- » Our team is carefully preselected and rigorously qualified based on company standards and protocol.
- » We comply with our 3 hours deployment policy: in 3 hours we will be able to deliver additional and massive deployment (however terms and conditions applied) as per client immediate request.
- » That also applies in terms of emergency replacement deployment. We from time to time visit the operation and supervise to make sure all the operation is smooth without charging extra.
- » We provide convenient, comfortable and well maintained accommodation facilities.
- » We make sure everyone meets the Personal Hygiene Protocol.
- » We customize the uniforms based on our clients requirements.
- » We make sure all our client's health & safety requirements are met based on their needs.
- » We keep a record of all meetings and documents as part of our service with no additional costs.
- » We make sure all our staff receive all their benefits and rights as per UAE Labour Law.
- » We conduct retraining programs to enhance our staff skills.
- » We continuously provide additional health and safety programs as per market new era.
- » Commencement is 30 days from the date of contract signing.

# OUR LIFEGUARDS

Our lifeguards are highly vetted, trained & diverse:

- » Multi-lingual and well versed in english.
- » Qualified and trained in each category (both Frontline and Training Center Assessment Test)
  - ✓ 200-meter breaststroke and freestyle in open water
  - ✓ 200-meter breaststroke and freestyle in the pool
  - ✓ First aid actual test
- » Minimum 2 years of UAE experience & proven home country experience.
- » Licensed & trained by accredited training institutes in UAE both for beach and pool lifeguarding - as per life-saving federation authority.
- » First aid training certificates from accredited training institutes approved by DCAS, EIAC, Abu Dhabi Quality & Conformity Council.

# OUR LIFEGUARDS

» Experienced lifeguards with a background of working with:

- ✓ Hotels
- ✓ Residential Properties
- ✓ Beach Clubs (Hospitality)
- ✓ Waterparks / Resorts
- ✓ Schools
- ✓ Government Institutions
- ✓ Private Events

» With a valid UAE residence visa.

» American swimming association certificates.

» Emirates swimming association awardee/attendees.

» Client service staff awardees.

» Professionals from various nationalities.



# CLIENTELE



EMAAR | THE DUBAI MALL



BVLGARI HOTELS & RESORTS



W THE PALM



BRASS MONKEY  
BLUEWATERS ISLAND & CITYWALK



BCH:CLB DUBAI  
BEACH CLUB



SOBE BAR



TERRA SOLIS  
DESSERT DESTINATION



COVEBEACH DUBAI  
BEACH CLUB



NIKKI BEACH DUBAI  
BEACH CLUB



TORNO SUBITO



WET DECK  
BEACH CLUB



CITADELLE



AKIRA BACK



PLAYERS HOUSE  
LOUNGE & SPORTS CLUB



MOMENTS EVENTS

WE ARE PROUD OF OUR CLIENTS & THE IMPACT WE HAVE MADE ON THEIR ESTABLISHMENTS AS A CORPORATION AND A TEAM TO THIS DAY, WE CONTINUE TO WORK WITH HIGHT-PROFILE CLIENTELE ACROSS THE COUNTRY & ASPIRE TO EXPAND THE LIST BEYOND THE UNITED ARAB EMIRATES.

# CLIENTELE



CAFÉ DE PARIS



LE MERIDIEN | MINA SEYAHI



TWENTY FIVE HOURS HOTELS



DAR AL NJOOM EVENT



LEKKI CLUB DUBAI



LEKKI ON DECK DUBAI



LEOS DUBAI



BAOLI DUBAI



THE BYRON BATHERS BEACH CLUB



CHINAWHITE SKY POOL DUBAI



MONKEY BAR



ERNST BIERGARTEN & WIRTSHAUS



VAI MARKETING EVENT MANAGEMENT



NOMAD EVENTS



IGO DUBAI



FRONTLINE  
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# CLIENTELE



SAYF DUBAI



FEBRUARY 30  
BEACH CLUB



SEVEN SISTERS DUBAI



BLACK FLAMINGO



ANTIKA DUBAI



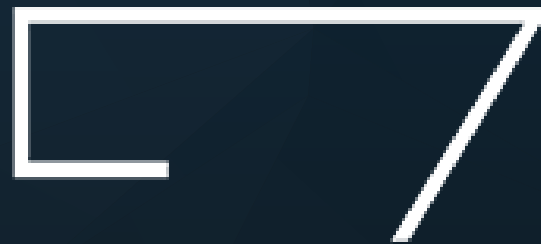
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CAFE BEIRUT



CAFE BEIRUT BY THE SEA



M A N A G E M E N T



THE THEATER DUBAI



LUCIA'S DUBAI



LIMONATA DUBAI



BAIT HOOKED ON THE SEA


THANK YOU




**FRONTLINE**  
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حراسة  
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