

Instilling Brand Awareness of Security System in Pakistan: A Marketing Plan for SOS

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1 Overview:

Security system is a means by which a person secure something valuable to him by using different software, hardware components and devices. We are specifically talking about Electronic Security systems which are integrated electronic devices installed at various points at your home, offices, banks, and malls etc. which all are connected to the central software control panel which keeps monitoring movements in the place and protect you against any intruders and burglars. Electronic Security System mainly works on the easy concept of securing the entry points of the place you are trying to make secure by installing sensors, cameras, autonomous alarm system for doors so only authorized person can pass and all these devices are connected to one main point monitored by the security company.

2 Advantages and Disadvantages of Electronics Security Systems:

2.1 Advantages

- 1) The main advantage of security systems is that they provide constant protection. Guards work on shifts and we personally can't be there to protect our property 24/7 which is not possible, so these provide round the clock protection from intruders and break-ins.
- 2) Modern alarm security systems offer the flexibility to watch the activities happening on your property. They have add-on features of detecting smoke, fire or gas leak and notify you on your connected smartphone app.
- 3) Electronic Security Systems are easy to install and disconnect and then relocate it on the different place at your property making them efficient and easy to use.
- 4) They also provide secured footage of the cameras installed. Now most of the wireless surveillance system provide cloud data where you camera recordings are being saved 24/7.
- 5) Electronics Security System is also useful in case of medical emergencies. In case of medical patient at home or old age people who are likely to mishaps with these surveillance systems installed in place you can monitor their movements and locate their presence in case of emergencies