

CAPABILITY STATEMENT

CAPITAL ASSET PROTECTION GROUP

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About CAPG

Capital Asset Protection Group (CAPG) is an Australian security and investigations company specialising in asset protection, retail loss prevention, and risk management for businesses. Founded by Elie Naghyoui, a security professional with a background in law enforcement and security operations, CAPG was established to help organisations reduce theft, manage operational risk, and maintain safe environments.

The company provides a range of professional security services, including uniformed security officers, covert loss-prevention operatives, investigations, and security consulting, with a strong focus on retail and commercial sectors.

CAPG partners with leading brands such as Big W, Dan Murphy's, Ralph Lauren, and IGA, delivering tailored protective solutions that combine people, process, and technology. Through its expertise and proactive approach, CAPG helps businesses protect assets, prevent crime, and maintain secure workplaces across retail, commercial, industrial, and public environments.

"With over 20 years of experience in retail, commercial, and high-traffic environments, CAPG Pty Ltd delivers professional security and loss-prevention services tailored to complex operational settings such as shopping centres. Our team combines proven expertise in retail security, customer-focused service, and technology-driven oversight to protect people, assets, and reputations. Through trained personnel, strong operational processes, and integrated security systems, CAPG supports safe, efficient, and welcoming environments for tenants, visitors, and stakeholders."

- **Elie Naghyoui (Director)**
CAPG Pty Ltd

Our Growth Story

- 100+ security professionals deployed across Australia
- Long-term partnerships with major retail and commercial clients
- Technology investment for real-time reporting and compliance
- Service expansion into audits, electronic monitoring, and asset management

Services

- Asset Protection
- Ad Hoc Security Requests
- Corporate Guarding
- Uniformed Security Guards
- Profit Protection Services
- Covert Loss Prevention Operatives



Our Expertise

- High-Visibility Loss Prevention Guards
- Loss Prevention & Shrinkage Control
- Event Security & Crowd Management
- Loading Dock Management & Contractor Coordination
- Concierge & Customer-Facing Security

Mission, Vision and Values

Our Mission

To protect assets, people, and peace of mind through dependable, adaptable, and ethical security solutions.

Our Vision

To be Australia's most trusted and innovative security partner.

Our Values

- **Integrity** – Acting with honesty and strong ethics.
- **Reliability** – Delivering dependable, consistent service.
- **Professionalism** – Maintaining high standards at all times.
- **Respect** – Treating everyone with fairness and courtesy.
- **Client Focus** – Prioritising client needs and outcomes.
- **Continuous Improvement** – Constantly improving our people and processes.



CAPG Pty Ltd
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Milperra NSW 2214

Master/Agent Licences:

NSW - 000106961 VIC - Z25-212-30S
QLD - 4804132 SA - ISL337277
ACT - 17502796 WA - EA6304



Why Choose CAPG?

- **ISO-Certified Systems** – Compliant with ISO 9001, 14001, and 45001 standards.
- **Safety Procedures** – SWMS and site-specific operating procedures ensure safe operations.
- **Experienced Leadership** – Management expertise in security, policing, and risk management.
- **Retail & Dock Expertise** – Specialists in retail security and loading dock operations.
- **Licensed Professionals** – Fully vetted, trained, and licensed security officers.
- **Tailored Security Plans** – Solutions designed around each site's risks and needs.
- **Technology Integration** – CCTV, real-time reporting, and compliance platforms.
- **Partnership Approach** – Focused on reducing risk, shrinkage, and improving safety.

Our Team

CAPG officers are employed in full compliance with the Security Industry Act, applicable regulations, and all relevant legislation. Our personnel are compensated above industry award rates, reflecting their experience, qualifications, and commitment to delivering high standards of service.

Our officers provide a broad range of professional services, including:

- Corporate guarding and concierge security
- Static guarding and asset protection
- Retail security and loss prevention
- Construction site security and compliance support
- First aid assistance and customer-facing roles

Our team is skilled, adaptable, and professional, with experience working across diverse sectors and operational environments. CAPG fosters a supportive and professional workplace, enabling our officers to deliver reliable, high-quality security services to every client.

Our Clients

Woolworths   DanMurphy's  RALPH LAUREN

 OMEGA  BIGW  IGA  swatch+

Staff Training & Induction

CAPG maintains service continuity by assigning consistent personnel to client sites and ensuring all officers are fully prepared before deployment. Our training includes 19 online modules through the Fieldservicer LMS, comprehensive site inductions, and client-aligned Standard Operating Procedures (SOPs) developed in consultation with management.

Training Program Includes:

- Customer service and public relations
- Workplace health and safety
- Conflict resolution and theft prevention
- Risk awareness and emotional intelligence
- Fire safety and emergency response
- Physical response techniques
- Incident reporting and statement writing
- Crime scene awareness

Site Induction Covers:

- Site overview and client-specific procedures
- Roles and responsibilities
- Emergency systems and protocols
- Introduction to site management and staff.

Rostering - Guardhouse System

CAPG uses the Guardhouse workforce management system to ensure efficient and compliant rostering across all sites. This system enables us to:

- Assign guards based on availability, skill level, and certifications.
- Balance workloads to ensure coverage without over-scheduling or fatigue.
- Maintain the right mix of skills and experience to address site-specific risks.
- Utilise automated rostering tools to create fair and compliant schedules.
- Monitor and record all security licences, first aid qualifications, and training certificates, ensuring only fully qualified and compliant officers are deployed.

Licensing

Our company maintains active security industry licences in New South Wales, Western Australia, Queensland, South Australia and Victoria, allowing us to provide regulated security services across these jurisdictions in full compliance with state legislation.



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