

STRUCTURAL FEATURES OF RUSSIAN SECURITY MARKET

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Structural features of Russian security market from the view point of the enterprises-manufacturers of security services are presented, the emphasis on competitiveness is placed, the factors, attributing to the successful functioning of the market and improvement of quality of services are reflected, and ways of successful development of the market are defined.

Now the sphere of security services is developing dynamically. The security services are in big demand practically in any field of activity. The upgrade of safety requirements, satisfied by means of security service, is characteristic both for private and legal bodies, as well as for the state level. The turnover of Russian security market, according to of RosBiznesKonsalting, equals \$4,5 billion in a year. According to the experts, this indicator should grow at least 3 times within the next 10 years due to the intense social development, the globalization-related factors such as terrorism and the aspiration of an average citizen to maintain comfortable living conditions.

The ability of security services to satisfy the requirement for safety in many respects depends on the manufacturer of this service. Structural features of the Russian market are: basic competitive struggle of security services manufacturers is between the state and non-state structures. The distribution of market shares for security services, according to the Association of security industry is reflected in table.

The greatest market share (54 %) is that of non-state security enterprises. However, the valid participants of the market are only large private security companies (PSC) that have high-tech equipment and the ability to provide their clients with the extensive list of services at high enough level, whose staff consists of highly paid and professionally prepared security guards.

The economy of expenses is reached by the introduction of modern technological solutions and complex granting of security services. Overall security development and constant depreciation of modern security systems has leads to the economically more sound replacement of physical work by automated and mechanical systems. At the same time, not all the enterprises are ready for changes. So, the majority of PSCs are small companies with staff of less than 20 persons. The companies have no possibility to improve the technology and they are unable to influence the general market situation. They render only the most basic services, and their quality cannot be high. Small PSCs have unskilled staff that allows keeping the low prices for security services. Despite the decrease

The structure of security services market in 2008

Segments of the market	Market share in dollars	Market share in %
Services of private security enterprises	2,6 billion	54
Services of MVD GUVU divisions	1.1 billion	23
Services of departmental protection of the ministries and departments	0,2 billion	4
Security equipment	0,8 billion	17
Detective and information-analytical services	0,1 billion	2
Total	4,8 billion	100

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in quality of rendering the services such enterprises, nevertheless, have the market niche, serving clients with limited financial possibilities, for example, hospitals, car parks, buildings under construction, etc.

At this moment the most significant player of the market is the Main Directorate of Extrdepartmental Protection (MDEP) with the share of 23 %, which uses the branched network of centralized points of protection. Pro-

tection of objects is provided with a combination of modern means of the alarm system and mobile groups of MDEP.

MDEP has the right to install and connect alarm systems and to provide technical support. Typical clients of private security are banks, trading pavilions, warehouses, offices, gasoline stations, museums, shops, and also object of private property: apartments, cottages, etc.

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