

**Business proposition by MukuLAnand ([mukul\\_k\\_anand@yahoo.com](mailto:mukul_k_anand@yahoo.com))**

## **Self Introduction**

With **over 34 years of experience** in the fields of **sales, product development, and product application**, I have established a strong career managing and expanding business across diverse international markets including **India, Nepal, Oman ,The Philippines and Africa**.

I have successfully handled and promoted a wide range of **multinational products** from leading companies such as **Thermax, Ion Exchange/ Grace Dearborn, Nalco, Genesys, Norit, Wellman Robey , Temak (Greece) and Wex an Aquatech company of USA**, consistently driving growth and customer satisfaction.

My career highlights include:

- **Market development** in India, Oman, Philippines and Africa for Industrial and speciality chemicals and RO/ water treatment plants and spares.
- **Product development** including formulation/product upgradation done whilst working with Thermax, Ion Exchange, Wex and Spenomatic .New prudte developed and launched successfully.
- **Application expertise** tailored to regional market like coagulation/ flocculation technologies adopted for unique application like Algae flocculation , Arsenic precipitation , Coppler precipitation, tea effluent clarification using flocculation. And many more for Textile and process plants.
- **Worked as Technical head** function for more then 7 years in my career .
- **Worked as Divisional Manager and Country Manager formore then 6 years in my career.**
- **Sales leadership** with proven success in introducing and positioning advanced industrial solutions and business growth.
- **Cross-cultural business management**, building strong client relationships across varied geographies
- **In Oman sold Renal dialysis RO plants,Boilers, Industrial Chemicals, Speciality Chemicals and also got RO manufactured fo Aquaswiss of Swizerland for their project in Oman and Egypt.**

This blend of technical knowledge, commercial acumen, and international exposure has enabled me to deliver sustainable results and contribute to the success of global organizations.

## **MY PROPOSITION FOR OMAN : WATER TEATMENT CHEMICALS AND RO/ WATER TREATMENT PLANTS BUSINESS IN OMAN.**

- **Market Size:** Oman's water treatment chemicals and systems market is non projects area itself is **valued more then 1000,000 Rials Omani and is expanding** with demand for reverse osmosis, wastewater treatment, and industrial solutions.
- **Chemicals Demand:** Growth in Antiscalents ,Corrosion Inhibitors, Descaling Chemicals ,Biocides ,coagulants, flocculants, and disinfectants driven by commercial, and industrial sectors.

- **Drivers:**
  - Growing Industrialization, Institutional centres , Hospitals , Hotels etc
  - Sub contracting and price competitiveness within their operations.
  - Government initiatives for sustainable water management.
  - Increased tender business .
  - Rising industrial demand (oil & gas, manufacturing).
  - Increasing awareness of water quality.
  - Rapid urbanization and population growth.

## Business Plan Structure

### 1. Executive Summary

- Vision: Provide reliable water treatment chemicals and equipment solutions in Oman.
- Mission: Deliver cost-effective, high-quality products with local blending cum assembly to reduce import dependency.
- Objectives: Capture 10–15% of Oman's market share within 5 years.
- Profitability with In country development : 50 % Gross margin

### 2. Company Description

- Business Type: Sales and manufacturing of few of water treatment chemicals and equipment.
- Location: Industrial hub near Muscat or any major town for logistics advantage.
- Legal Structure: LLC registered under Oman's Ministry of Commerce, Industry, and Investment Promotion. Chemicals would be certified by MRME for Raw material Imports and Local manufacturing.

### 3. Market Analysis

- **Target Customers:** Contractors like GALFAR , OSCO, ATKINS,STS, AL Tasim , Airmech , Drake and Scull, Al Ansari etc.
- Industries in Industrial Areas , Private companies **Private companies in Sur , Sohar, Nizwa , Rusail , Muscat and other regions .**
- Business with RCA , MODES, RAFO Municipal water authorities, Water project and water townships like Wave Muscat , Knowledge city. And shopping complexes like Lulu, Carrefor. etc
- **Marketing through consultancy and Cost Consultants**
- **Competitors:** Existing firms like Chemistry for Life Co. L.L.C. and other top 13 water treatment companies in Oman.
- **Opportunity:** Local assembly/manufacturing reduces costs and improves delivery times compared to imports. With technical support and services the market penetration and growth is very much possible. The target market acceptance is the O &M contractors as well.

## **4. Products & Services**

- **Chemicals:** Boiler water chemicals , Cooling water chemicals ,RO chemicals Coagulants, flocculants, disinfectants, pipeline corrosion inhibitors, Decalsing chemicals and all support services with chemical sale.
- **Equipment:** Reverse osmosis units, filtration systems, dosing pumps.
- **Services:** Installation, maintenance, and technical consultancy, Chemical contracts, monitoring etc.

## **5. Operations Plan**

- **Assembly Facility:** Small-scale plant with chemical blending and equipment assembly lines.
- **Supply Chain:** Import raw chemicals and parts, assemble locally, distribute via direct local sales.
- **Quality Assurance:** ISO-certified processes to meet Omani and GCC standards.

## **6. Marketing & Sales Strategy**

- Direct sales to industrial clients.
- Competitive pricing with after-sales service.

## **7. Financial Plan**

- **Initial Investment:** LAND Min 300 SQUARE METERS with industrial shed approvals , Safety and permit approvals.
- **LAB equipment setup :** 10,000 Omani Rial as Min Investment.
- **Manufacturing setup :** Approx 40,000 Rials Omani for setting up a Mini Water treatment plant ,mixers and solution preparation and storage facility.
- **Revenue Streams:** Chemical sales, equipment assembly, service contracts.
- **Break-even:** Expected within 1 year.
- **Projected ROI:**Min 40 % annually after stabilization.

## **8. Risk Analysis**

- Regulatory compliance with Oman's environmental laws.
- Fluctuations in raw material import costs.

## **Conclusion:**

- Oman lacks local manufacturing units for water treatment chemicals and there is a opportunity with steady demand . This Niche if tapped can be a profitable business.
- Oman's water treatment chemicals market is **steadily growing** with industrial and institutional demand.
- Government support for clean water initiatives creates a favourable environment for new entrants.
- Local assembly offers a **competitive edge** by reducing costs and improving responsiveness.