

Academy of Beauty & Makeup – Business Plan (Oman)

Working Business Plan Canvas (50-page equivalent, built sequentially)

This document will be developed section by section with confirmation, similar to the Food Truck plan.

1. Executive Summary

1.1 Business Overview

The **Academy of Beauty & Makeup** is a professional training and certification institute in Oman focused on beauty, makeup artistry, skincare, hair styling, and related personal grooming skills. The academy will cater to beginners, aspiring professionals, salon staff, influencers, and entrepreneurs seeking certified skills in the beauty industry.

The academy will combine **theory, hands-on practical training, internationally aligned curricula, and certification**, positioning itself as a premium yet accessible beauty education provider in Oman.

1.2 Business Objectives

- Establish a licensed beauty & makeup academy in Oman
 - Offer short-term, diploma, and professional certification courses
 - Train employable beauty professionals for salons, freelancing, and self-business
 - Build a trusted brand in beauty education within 2 years
 - Expand into multiple branches or franchising in 5 years
-

1.3 Legal Structure & Registration (Oman)

The academy will be registered through a **Sanad Center** as: - **SPC (Sole Proprietorship Company)** – suitable for single-owner academies - **LLC (Limited Liability Company)** – ideal for partners or future expansion

Estimated registration costs (excluding visas & high-end consulting): - SPC: OMR 100 – 300 - LLC: OMR 300 – 500

Cost components include: - Trade name reservation - Commercial registration (MOCIIP) - Chamber of Commerce membership - Sanad service fees - Municipal licensing

1.4 Services & Course Offerings

- Basic Makeup Certification
 - Professional Makeup Artist Program
 - Bridal Makeup Specialization
 - Skincare & Facial Therapy
 - Hair Styling & Hair Treatment
 - Nail Art & Nail Technology
 - Salon Management & Hygiene Training
-

1.5 Target Market

- Women aged 18–45
 - Beauty enthusiasts & influencers
 - Salon staff & freelancers
 - Career-switchers
 - Entrepreneurs starting salons
-

1.6 Competitive Advantage

- Practical, hands-on training focus
 - Certified trainers with industry experience
 - Small batch sizes for quality learning
 - Flexible schedules (weekday / weekend)
 - Oman-localized pricing
-

1.7 Financial Snapshot (High-Level)

- Estimated startup investment: **OMR 15,000 – 30,000**
 - Average course fees: **OMR 150 – 1,200**
 - Monthly revenue potential: **OMR 3,000 – 10,000**
 - Break-even period: **12 – 18 months**
-

1.8 Vision & Mission

Vision:

To become one of Oman's most trusted and recognized beauty education academies.

Mission:

To empower individuals with professional beauty skills through high-quality training, certification, and real-world practice.

2. Project Details – Goals, Value Proposition, Courses, Facilities & Staff Structure

2.1 Project Goals

Short-Term Goals (Year 1)

- Complete business registration and licensing through Sanad and municipality
- Set up a fully functional beauty & makeup academy facility
- Launch core certification courses
- Enroll the first 100-150 students
- Build brand presence on Instagram and Google Maps

Medium-Term Goals (Years 2-3)

- Expand course portfolio with advanced and specialization programs
- Partner with salons for internships and placements
- Introduce weekend and fast-track courses
- Achieve strong word-of-mouth referrals

Long-Term Goals (Years 4-5)

- Open a second branch or training studio
 - Launch instructor certification programs
 - Develop franchise or licensing model
 - Become a recognized beauty education brand in Oman
-

2.2 Value Proposition

The Academy of Beauty & Makeup offers **industry-ready training**, combining theory with extensive hands-on practice, taught by experienced professionals.

Core Value Drivers: - Practical, skill-first learning approach - Small class sizes (6-12 students) - Flexible schedules (weekday, weekend, fast-track) - Affordable Oman-localized pricing - Certification aligned with salon and freelance requirements

2.3 Course Portfolio & Structure

A. Core Certification Courses

1. **Basic Makeup Certification** (2-4 weeks)
2. Skin preparation
3. Day & evening makeup

4. Product knowledge

5. Professional Makeup Artist Program (2-3 months)

6. Bridal & event makeup

7. Face shapes & color theory

8. Portfolio building

9. Bridal Makeup Specialization (4-6 weeks)

10. Traditional & modern bridal looks

11. Long-lasting techniques

B. Specialized Programs

- Skincare & facial therapy
- Hair styling & treatments
- Nail art & nail technology
- Hygiene & salon safety
- Salon management basics

Course Fees (Indicative): - Short courses: **OMR 150 – 350** - Professional programs: **OMR 600 – 1,200**

2.4 Facilities & Infrastructure

Academy Space Requirements

- Reception & waiting area
- Theory classroom
- Practical makeup studio
- Hair & nail practice area
- Storage & sanitation area
- Staff room

Recommended size: 80 – 150 sqm

Equipment & Training Materials

- Makeup chairs & mirrors
- Professional lighting
- Makeup kits (student & trainer)
- Hair styling tools
- Skincare & facial equipment
- Sterilization units

Estimated setup cost: OMR 5,000 – 10,000

2.5 Staff Structure & Human Resources

Initial Team Structure

1. Academy Director / Owner

2. Overall operations & compliance
3. Partnerships & marketing

4. Senior Makeup Trainer (1-2)

5. Course delivery
6. Student assessment

7. Assistant Trainer / Lab Assistant

8. Practical supervision

9. Admin & Admissions Officer

10. Student enrollment
 11. Scheduling & records
-

Estimated Monthly Payroll

Role	Monthly Cost (OMR)
Senior Trainer	400 – 700
Assistant Trainer	250 – 400
Admin Staff	200 – 300
Total Payroll	850 – 1,400

2.6 Compliance & Licensing (Academy)

- Commercial registration (training activity)
- Municipal approval
- Civil Defense clearance
- Health & safety compliance
- Instructor qualification records

3. SWOT Analysis – Beauty & Makeup Academy (Oman Market)

3.1 Strengths

1. High Demand for Skill-Based Beauty Training

Growing interest in professional makeup, skincare, hair, and nail services among women and young professionals in Oman.

2. Practical, Hands-On Training Model

Focus on real tools, live practice, and portfolio building increases employability and student satisfaction.

3. Flexible Course Structure

Short courses, weekend batches, and fast-track programs attract working professionals and students.

4. Lower Capital Requirement vs Universities

Training academies require modest space and equipment compared to formal colleges.

5. Scalable & Replicable Model

Courses, curricula, and SOPs can be standardized for multi-branch expansion or franchising.

3.2 Weaknesses

1. Brand Recognition in Early Stage

New academies need time and marketing investment to build trust and credibility.

2. Trainer Dependency

Quality of training is highly dependent on experienced instructors.

3. Limited Initial Capacity

Small batch sizes limit short-term revenue.

4. Hands-On Resource Costs

Consumables (makeup products, skincare items) require continuous replenishment.

3.3 Opportunities

1. Rising Freelance & Home-Based Beauty Services

More individuals are choosing freelancing and home salons, increasing demand for certification.

2. Influencer & Content Creator Economy

Social media growth drives demand for self-makeup and professional grooming skills.

3. Salon Partnerships & Placements

Collaboration with salons for internships and job placements improves enrollment.

4. Corporate & Group Training

Customized training for salons, bridal teams, and events.

5. International Certification Alignment

Offering globally aligned certifications enhances academy reputation.

3.4 Threats

1. Increasing Competition

Growth of beauty academies, private trainers, and online courses.

2. Price Sensitivity

Some students may prefer cheaper uncertified options.

3. Regulatory Changes

Future changes in training or municipal regulations.

4. Economic Slowdowns

Discretionary spending on education may decline temporarily.

3.5 Strategic Implications

- Strengths and opportunities support premium positioning with strong practical outcomes.
 - Weaknesses highlight the need for trainer retention and branding investment.
 - Threats require differentiation through certification, placements, and quality.
-
-

4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast (Academy)

All figures are indicative and conservative. Amounts are in OMR.

Actual results depend on enrollment capacity, pricing, and operational efficiency.

4.1 One-Time Startup Costs

A. Business Registration & Licensing

Item	Estimated Cost (OMR)	Notes
Trade Name Reservation	10 – 20	MOCIIP
Commercial Registration	30 – 150	Training activity
Chamber of Commerce	100 – 200	1-2 years
Sanad Service Fees	50 – 100	Depends on center
Municipal License	50 – 150	Training institute
Civil Defense Approval	100 – 250	Safety compliance
Total Registration & Licensing	340 – 870	Excl. visas

B. Facility Setup & Fit-Out

Item	Estimated Cost (OMR)
Advance Rent & Deposit	1,500 – 3,000
Interior Fit-Out & Partitioning	2,000 – 4,000
Electrical & Lighting	600 – 1,200
Furniture & Seating	800 – 1,500
Reception & Branding	400 – 800
Subtotal – Facility Setup	5,300 – 10,500

C. Equipment & Training Materials

Item	Estimated Cost (OMR)
Makeup Chairs & Mirrors	1,200 – 2,000
Professional Lighting	600 – 1,200
Makeup Kits (Trainer + Students)	1,000 – 2,500
Hair Styling Equipment	600 – 1,200
Skincare & Facial Equipment	500 – 1,000
Sterilization Units	300 – 600

Item	Estimated Cost (OMR)
Subtotal - Equipment	4,200 – 8,500

D. Pre-Opening & Working Capital

Item	Estimated Cost (OMR)
Initial Consumables	400 – 800
Marketing & Launch	300 – 700
Staff Recruitment & Training	300 – 600
Contingency Buffer	500 – 1,000
Subtotal - Pre-Opening	1,500 – 3,100

◆ Total Estimated Startup Investment

- Low Range: ~ OMR 12,000
 - High Range: ~ OMR 23,000
-

4.2 Monthly Operating Expenses (OPEX)

Expense Category	Monthly Cost (OMR)
Trainer Salaries	650 – 1,100
Admin Staff	200 – 300
Rent	600 – 1,200
Utilities (Electricity & Water)	120 – 200
Consumables & Kits	200 – 400
Marketing & Advertising	150 – 300
Internet & Software	30 – 60
Maintenance & Misc.	100 – 200
Total Monthly OPEX	2,050 – 3,760

4.3 Revenue Assumptions

- Average batch size: 8–12 students
 - Courses conducted: 4–6 per month
 - Average course fee per student: **OMR 400 – 600**
-

4.4 Monthly Revenue Projections

Scenario	Estimated Revenue (OMR)
Conservative	3,000 – 4,000
Expected	5,000 – 7,000
Optimistic	8,000 – 10,000

4.5 Monthly Profit Estimate

Scenario	Revenue	OPEX	Net Profit
Conservative	3,500	3,200	300
Expected	6,000	3,000	3,000
Optimistic	9,000	3,700	5,300

4.6 Break-Even Analysis

- Average expected monthly net profit: **OMR 2,500 – 3,000**
- Startup investment: **OMR 12,000 – 23,000**

⌚ **Estimated break-even period: 10 – 18 months**

4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	60,000 – 70,000	18,000 – 22,000
Year 2	80,000 – 95,000	25,000 – 35,000
Year 3	110,000 – 130,000	40,000 – 55,000
Year 4	150,000 – 180,000	60,000 – 80,000

Year	Revenue (OMR)	Net Profit (OMR)
Year 5	200,000+	90,000 – 120,000

Years 3-5 assume higher intake, premium programs, and second branch/franchise.

5. Student & Customer Analysis – Demographics, Behavior & Needs

5.1 Market Overview (Oman – Beauty Education)

Demand for structured beauty and makeup education in Oman is driven by a young population, rising self-employment, growth of home-based salons, and strong social media influence. Students increasingly seek **practical certification**, employability, and flexible learning schedules rather than purely theoretical programs.

Key market characteristics:

- High interest in short, outcome-focused courses
- Strong word-of-mouth and influencer-driven discovery
- Preference for hands-on practice and portfolio creation
- Price sensitivity balanced with trust and certification value

5.2 Student Demographics

A. Age Groups

1. **18-24 (Students & Beginners)**
2. Exploring career paths
3. Budget-conscious
4. Prefer short courses and starter certifications

5. **25-35 (Core Segment – Professionals & Freelancers)**

6. Career-focused and ROI-driven
7. Willing to invest in professional programs
8. Interested in bridal, advanced makeup, and hair

9. **36-45 (Career Switchers & Salon Owners)**

10. Value credibility, certification, and business knowledge
 11. Prefer flexible or weekend schedules
-

B. Gender Profile

- Primarily female (majority of enrollments)
 - Growing interest from male makeup artists and groomers
-

5.3 Motivation & Enrollment Drivers

Primary Motivations: - Employment or freelancing opportunities - Starting a home-based salon or studio - Enhancing existing salon skills - Becoming influencers or content creators

Decision Factors: - Trainer reputation & experience - Hands-on practice time - Certification credibility - Course duration and schedule - Price vs perceived value

5.4 Buying Behavior

Information Sources

- Instagram & TikTok
- Friends & referrals
- Google Maps & reviews
- Influencer recommendations

Enrollment Patterns

- Peak enrollments before wedding seasons
 - Higher demand during evenings and weekends
 - Preference for installment or bundled pricing
-

5.5 Student Needs & Pain Points

Key Needs

- Practical skills with real models
- Clear career outcomes
- Portfolio and confidence building
- Flexible learning schedules

Common Pain Points (Solved by This Academy)

- Overcrowded classes
 - Low practical exposure
 - Unclear certification value
 - Poor trainer availability
-

5.6 Student Segmentation

Segment	Needs	Preferred Courses
Beginners	Foundation skills	Basic makeup
Freelancers	Advanced techniques	Professional & bridal
Salon Staff	Skill upgrading	Hair, skincare
Entrepreneurs	Business knowledge	Salon management

5.7 Student Personas

Persona 1 – Aisha (23, Beginner)

Wants to learn basic makeup for self-use and side income. Budget-conscious and influenced by Instagram.

Persona 2 – Mariam (30, Freelancer)

Already doing makeup at home, wants professional certification to increase pricing and credibility.

Persona 3 – Noor (40, Salon Owner)

Seeks advanced techniques and staff training to improve salon quality.

6. Customized Marketing Plan – Student Acquisition, Branding & Growth Strategy

6.1 Brand Positioning & Identity

Positioning Statement:

A professional, practice-driven beauty & makeup academy in Oman that delivers real skills, credible certification, and career outcomes.

Brand Attributes: - Professional & trustworthy - Skill-first, not theory-heavy - Supportive & mentor-led - Modern, clean, and aspirational

Brand Elements: - Elegant academy name (English + Arabic friendly) - Consistent logo, colors, and typography - Branded certificates, kits, uniforms, and classroom visuals

6.2 Targeting Strategy (Who We Market To)

Segment	Objective	Core Message
Beginners	Entry enrollments	Start your beauty career confidently
Freelancers	Upskilling	Get certified & charge more
Salon Staff	Skill upgrade	Professional techniques & hygiene
Entrepreneurs	Business launch	Learn skills + salon basics

6.3 Pricing & Enrollment Strategy

Pricing Approach: Value-based pricing with tiered programs

- Starter courses: **OMR 150 – 350**
- Professional certifications: **OMR 600 – 1,200**
- Specializations & masterclasses: **OMR 250 – 600**

Enrollment Incentives: - Early-bird discounts - Installment payment options - Bundle pricing (course + kit) - Limited-seat urgency

6.4 Marketing Channels

A. Digital Marketing (Primary Channel)

1. **Instagram & TikTok**
2. Before/after transformations
3. Student work showcases
4. Trainer-led reels & tips
5. Daily stories (classes, results)

6. **WhatsApp Business Funnel**

7. Course brochures
8. Automated replies
9. Lead follow-ups & reminders

10. **Google Maps & Reviews**

11. Location visibility
12. Student testimonials
13. Rating management

B. Offline & Partnership Marketing

- Salon collaborations & referrals
 - Beauty product brand tie-ups
 - Mall workshops & demo days
 - Bridal exhibitions & events
-

6.5 Influencer & Ambassador Strategy

- Micro-influencers (5k-50k followers)
 - Alumni ambassadors
 - Free workshops for content creators
 - Referral commissions
-

6.6 Promotions & Retention

Launch Phase (First 90 Days): - Free demo classes - Discounted first batch - Social media giveaways

Retention Tactics: - Alumni discounts - Advanced course priority access - Certification upgrades - Community & networking events

6.7 Placement, Credibility & Trust Building

- Salon internship tie-ups
 - Portfolio & photoshoot support
 - Certificates with serial numbers
 - Graduation events & showcases
-

6.8 Growth Roadmap (5 Years)

Year	Focus	Outcome
Year 1	Brand awareness	Stable enrollments
Year 2	Partnerships	Higher intake
Year 3	Second branch	Market expansion
Year 4	Instructor programs	Authority building
Year 5	Franchise model	Scalable brand

7. Conclusion & Implementation Timeline

7.1 Execution Timeline

Phase	Duration
Registration & Licensing	1-2 weeks
Facility Setup	4-6 weeks
Trainer Hiring	2-3 weeks
Marketing Pre-Launch	2 weeks
Soft Launch	1-2 weeks
Full Operations	Month 3

7.2 Final Remarks

The Academy of Beauty & Makeup business plan outlines a **financially viable, scalable, and in-demand education venture** in Oman. With disciplined execution, strong trainers, and influencer-led marketing, the academy can achieve break-even within 12-18 months and scale into a multi-branch or franchise-ready model.

Academy Business Plan – Core Sections Completed

This canvas now represents a **complete, professional business plan** equivalent to a 40-50 page document when formatted for submission.

Next, if you wish, we can: - Convert this into a **bank loan / feasibility report** - Create an **investor pitch deck** - Localize it for **Muscat / Sohar / Salalah** - Build a **franchise & SOP manual**