

# How to Start a Trampoline Park Business in Oman

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

This document will be expanded step by step after confirmation, exactly like a professional feasibility & investment plan.

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## 1. Executive Summary

### 1.1 Business Concept Overview

The Trampoline Park business in Oman is a **family-oriented indoor entertainment and fitness venture** designed to provide safe, high-energy recreational experiences for children, teenagers, young adults, and families. The facility will feature interconnected trampolines, foam pits, dodgeball zones, kids play areas, and party rooms, operating year-round in a climate-controlled indoor environment.

This business directly addresses Oman's **limited indoor entertainment options**, extreme summer climate, and rising demand for **family-friendly leisure activities**. The trampoline park will function as both a recreational destination and a fitness-focused entertainment center.

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### 1.2 Business Objectives

- Establish a premium, safe, and professionally managed trampoline park
  - Become a preferred destination for birthdays, school trips, and group events
  - Achieve operational break-even within 18–24 months
  - Build a scalable entertainment brand with potential multi-branch expansion
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### 1.3 Target Market

- Children (4–12 years)
  - Teenagers (13–18 years)
  - Young adults (19–35 years)
  - Families
  - Schools, nurseries, and corporate groups
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### 1.4 Core Services & Revenue Streams

- Hourly trampoline access tickets
- Birthday parties & private events
- School & group bookings
- Fitness jump sessions

- Café & merchandise sales
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## 1.5 Legal Structure & Registration in Oman

The business can be registered as: - **SPC (Sole Proprietorship Company)** – suitable for single-owner setups  
- **LLC (Limited Liability Company)** – recommended for investors or partners

**Estimated basic registration & government costs:** - SPC: OMR 100 – 300 - LLC: OMR 300 – 500

(Excluding visas, large commercial leasing, and consultancy fees)

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## 1.6 Competitive Advantage

- Indoor, all-season operation
  - High repeat-visit potential
  - Strong appeal to families & schools
  - Limited direct competition in many Omani cities
  - Multiple revenue streams beyond entry tickets
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## 1.7 Financial Snapshot (High-Level)

- **Estimated startup investment:** OMR 180,000 – 350,000
  - **Average ticket price:** OMR 5 – 8 per hour
  - **Monthly revenue potential:** OMR 20,000 – 45,000
  - **Break-even period:** 18 – 24 months
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## 1.8 Vision & Mission

### Vision:

To become one of Oman's leading indoor family entertainment brands.

### Mission:

To deliver safe, exciting, and memorable trampoline experiences that promote active lifestyles and family bonding.

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## 2. Project Details – Goals, Facility Design, Attractions, Equipment & Staffing

### 2.1 Project Goals & Milestones

#### Short-Term Goals (Year 1)

- Secure a suitable indoor facility in a high-visibility commercial area
- Complete trampoline park design, equipment procurement, and installation
- Obtain all municipality, civil defense, and safety approvals
- Launch operations with trained staff and clear SOPs
- Reach monthly operational stability within 6–9 months

#### Medium-Term Goals (Years 2–3)

- Increase weekday utilization through school partnerships
- Optimize party bookings and group packages
- Introduce structured fitness and training programs
- Improve cost efficiency and customer retention

#### Long-Term Goals (Years 4–5)

- Expand to a second location in another major city
- Develop a recognizable national entertainment brand
- Explore franchising or joint venture opportunities

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### 2.2 Facility Size & Layout Planning

#### Recommended Facility Size

Park Size	Area (sqm)	Suitable For
Small	800 – 1,200	Entry-level park
Medium	1,500 – 2,500	Standard commercial park
Large	3,000+	Flagship destination

**Preferred size:** 1,800 – 2,200 sqm for balanced ROI

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#### Core Layout Zones

- Reception & ticketing area
- Main trampoline arena
- Foam pit & airbag zones
- Dodgeball / performance courts

- Kids zone (soft play & mini trampolines)
  - Party rooms (2-4 rooms)
  - Café & seating area
  - Lockers, restrooms & staff rooms
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## 2.3 Attractions & Activity Zones

1. **Open Jump Arena** – interconnected trampolines
2. **Foam Pit & Airbag** – safe landing zones
3. **Dodgeball Court** – group games
4. **Performance Trampolines** – advanced users
5. **Kids Zone** – age 4-7 supervised play
6. **Party & Event Rooms** – birthdays & private events

These zones allow age segmentation, safety control, and diversified revenue.

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## 2.4 Equipment & Safety Standards

### Trampoline & Park Equipment

Item	Estimated Cost (OMR)
Trampoline Systems & Frames	80,000 – 150,000
Padding, Nets & Wall Protection	20,000 – 40,000
Foam Pits & Airbags	15,000 – 30,000
Kids Zone Equipment	10,000 – 25,000
Lockers & Seating	5,000 – 10,000
Safety Signage & Sensors	3,000 – 6,000

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### Safety & Compliance Requirements

- Civil Defense approval (fire & evacuation)
  - Municipality & health clearance
  - Equipment compliance with international safety standards (ASTM / EN)
  - Daily inspection & maintenance logs
  - Waiver & liability documentation
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## 2.5 Staffing Structure & Human Resources

### Initial Staffing Model

Role	Quantity	Monthly Salary (OMR)
Park Manager	1	700 – 1,000
Floor Supervisors	2	350 – 500
Jump Marshals	6 – 10	180 – 250
Reception / Cashiers	2 – 3	200 – 300
Party Hosts	2	180 – 250
Café Staff	2 – 3	180 – 250
Maintenance / Cleaner	1 – 2	150 – 200

**Estimated monthly payroll:** OMR 4,500 – 7,500

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## 2.6 Operating Model & Capacity

- Average session duration: 60 minutes
  - Capacity per session: 60 – 120 jumpers (depending on size)
  - Operating days: 30 days/month
  - Peak utilization: weekends & school holidays
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## 3. SWOT Analysis – Market Position, Risks & Opportunities

### 3.1 Strengths

#### 1. Indoor, All-Season Business Model

Operates year-round regardless of extreme summer heat or weather conditions, giving stable revenue compared to outdoor attractions.

#### 2. Strong Family & Group Appeal

Suitable for children, teenagers, families, schools, and corporate groups, creating diversified demand.

#### 3. High Repeat Visit Potential

Memberships, birthday parties, and school programs encourage repeat usage.

#### **4. Multiple Revenue Streams**

Income from entry tickets, parties, group bookings, café sales, and merchandise reduces reliance on a single source.

#### **5. Limited Direct Competition (City-Specific)**

In many Omani cities, trampoline parks are still underpenetrated compared to malls and cinemas.

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### **3.2 Weaknesses**

#### **1. High Initial Capital Investment**

Significant upfront costs for equipment, fit-out, and safety systems.

#### **2. Operational Complexity**

Requires trained staff, strict safety procedures, and constant supervision.

#### **3. Space & Rent Dependency**

Large indoor spaces are required, making rental cost a major expense.

#### **4. Peak-Time Dependency**

Higher revenues are concentrated on weekends, holidays, and school vacations.

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### **3.3 Opportunities**

#### **1. Growing Demand for Family Entertainment**

Limited indoor leisure options increase demand for structured play venues.

#### **2. School & Institutional Partnerships**

Regular weekday bookings from schools, nurseries, and training centers.

#### **3. Corporate Team-Building & Events**

Companies seek indoor venues for employee engagement.

#### **4. Membership & Fitness Programs**

Monthly passes and fitness jump sessions can stabilize cash flow.

#### **5. Expansion & Franchising Potential**

The concept can scale to multiple locations under one brand.

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### **3.4 Threats**

#### **1. Regulatory & Safety Scrutiny**

Strict enforcement by Civil Defense and municipalities.

## **2. Economic Slowdowns**

Entertainment spending is discretionary and sensitive to economic cycles.

## **3. Competition from Malls & Play Zones**

Alternative entertainment options compete for family spending.

## **4. Injury & Liability Risks**

Operational incidents can affect brand reputation if not managed properly.

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## **3.5 Strategic Implications**

- Strong safety systems and staff training are critical risk mitigators.
  - Weekday utilization must be driven by schools and memberships.
  - Differentiation through service quality and facility design is essential.
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## **4. Financial Projections - Investment, Operating Costs & 5-Year Forecast**

**All figures are indicative estimates in OMR and intentionally conservative.**

Actual performance will vary based on location, size, utilization, and management quality.

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### **4.1 Capital Expenditure (Initial Investment)**

#### **A. Business Registration & Pre-Opening**

Item	Estimated Cost (OMR)	Notes
Trade Name & Commercial Registration	100 – 300	SPC / LLC via Sanad
Chamber of Commerce Membership	100 – 200	1–2 years
Legal, Insurance & Documentation	1,500 – 3,000	Liability & public insurance
Design & Engineering Drawings	3,000 – 6,000	Mandatory approvals
<b>Subtotal – Registration &amp; Pre-opening</b>	<b>4,700 – 9,500</b>	

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## B. Facility Fit-Out & Infrastructure

Item	Estimated Cost (OMR)
Interior Construction & Flooring	30,000 – 60,000
Fire Safety & Civil Defense Systems	8,000 – 15,000
Lighting, HVAC Modifications	10,000 – 20,000
Restrooms, Lockers & Offices	10,000 – 20,000
Electrical & IT Infrastructure	6,000 – 12,000
<b>Subtotal – Fit-out</b>	<b>64,000 – 127,000</b>

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## C. Trampoline & Attraction Equipment

Item	Estimated Cost (OMR)
Trampoline Systems & Frames	80,000 – 150,000
Padding, Nets & Wall Protection	20,000 – 40,000
Foam Pits, Airbags & Accessories	15,000 – 30,000
Kids Zone Equipment	10,000 – 25,000
Lockers, Seating & Furniture	5,000 – 10,000
POS & Ticketing System	3,000 – 6,000
<b>Subtotal – Equipment</b>	<b>133,000 – 261,000</b>

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### ◆ Total Estimated Project Investment

- Lower range: ~ OMR 180,000
  - Upper range: ~ OMR 350,000
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## 4.2 Monthly Operating Expenses (OPEX)

Expense Category	Estimated Monthly Cost (OMR)
Facility Rent	3,000 – 6,000
Staff Salaries	4,500 – 7,500
Utilities (Electricity & Water)	1,200 – 2,000

Expense Category	Estimated Monthly Cost (OMR)
Maintenance & Consumables	600 – 1,200
Insurance	300 – 600
Marketing & Promotions	400 – 800
Internet, Software & POS	150 – 300
Miscellaneous & Contingency	300 – 600
<b>Total Monthly OPEX</b>	<b>10,450 – 19,500</b>

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#### 4.3 Revenue Assumptions

- Average ticket price: **OMR 6 per hour**
- Average daily visitors:
  - Conservative: 120
  - Expected: 200
  - Optimistic: 300
- Operating days: 30 days/month
- Additional revenue (parties, café): 25–40% of ticket sales

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#### 4.4 Monthly Revenue Projections

Scenario	Ticket Revenue (OMR)	Total Revenue (OMR)
Conservative	~21,600	~27,000
Expected	~36,000	~45,000
Optimistic	~54,000	~70,000

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#### 4.5 Estimated Monthly Profit

Scenario	Revenue	OPEX	Net Profit
Conservative	27,000	18,000	9,000
Expected	45,000	15,000	30,000
Optimistic	70,000	19,500	50,500

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## 4.6 Break-Even Analysis

- Average expected monthly net profit: **OMR 20,000 – 30,000**
- Initial investment: **OMR 180,000 – 350,000**

 **Estimated break-even period: 18 – 24 months**

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## 4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	350,000 – 420,000	120,000 – 160,000
Year 2	450,000 – 550,000	180,000 – 230,000
Year 3	600,000 – 750,000	260,000 – 330,000
Year 4	800,000 – 1,000,000	360,000 – 480,000
Year 5	1,200,000+	550,000 – 750,000

*Years 3–5 assume utilization growth, pricing optimization, and possible second branch.*

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## 5. Customer Analysis – Demographics, Behavior & Demand Drivers

### 5.1 Market Context in Oman

Oman has a young population, strong family culture, and limited large-scale indoor entertainment options outside major malls. Extreme summer temperatures increase demand for **indoor, air-conditioned recreation**, making trampoline parks particularly attractive.

Key demand drivers include:

- School-aged population growth
- Rising disposable income among middle-income families
- Preference for safe, supervised indoor play
- Demand for birthday and group-based celebrations

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### 5.2 Customer Demographics

#### A. Age Segmentation

1. **Children (4–7 years)**
2. Visits accompanied by parents
3. Shorter sessions (30–60 minutes)
4. High demand for safety and supervision

## **5. Children (8-12 years)**

6. Core weekday and weekend users
7. Strong interest in birthday parties
8. High repeat visit potential

## **9. Teenagers (13-18 years)**

10. Social and group-oriented visits
11. Peak usage after school and weekends
12. Influenced by peers and social media

## **13. Young Adults (19-30 years)**

14. Fitness jumping, group activities
15. Price-aware but experience-driven

## **16. Families (Parents 30-45 years)**

17. Decision-makers
  18. Value cleanliness, safety, and staff professionalism
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## **B. Income Segmentation**

Income Level	Monthly Household Income (OMR)	Behavior
Lower-Middle	500 – 800	Selective visits
Middle	800 – 1,500	Regular family outings
Upper-Middle	1,500+	Parties & memberships

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## **5.3 Customer Behavior Patterns**

### **Visit Frequency**

- Regular families: 1-2 visits/month
- Party bookings: Year-round, peaks on weekends
- School groups: Weekdays (morning-early afternoon)

### **Visit Timing**

- Weekdays: 3:00 PM – 9:00 PM

- Weekends: 10:00 AM – 10:00 PM
  - Peak periods: School holidays, public holidays
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## 5.4 Customer Needs & Expectations

**Primary Needs:** - Safety & injury prevention - Clean, well-maintained facilities - Friendly, attentive staff - Clear pricing and rules

**Common Pain Points Solved:** - Limited indoor play areas - Overcrowded mall play zones - Lack of age-appropriate activities

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## 5.5 Key Customer Segments

### Segment 1: Birthday & Party Customers

- High-margin bookings
- Require structured programs and hosts

### Segment 2: Schools & Nurseries

- Predictable weekday revenue
- Bulk bookings at discounted rates

### Segment 3: Regular Walk-in Families

- Core recurring revenue base
- Strong loyalty potential

### Segment 4: Corporate & Team-Building Groups

- Low frequency, high ticket size
  - Off-peak utilization
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## 5.6 Customer Personas (Illustrative)

**Persona 1 – Aisha (Mother, 35)** - Visits twice per month with children - Prioritizes safety and cleanliness

**Persona 2 – Khalid (Teenager, 16)** - Visits with friends on weekends - Influenced by social media and peer reviews

**Persona 3 – School Administrator** - Books weekday sessions for groups - Values reliability and safety documentation

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## **6. Customized Marketing Plan – Positioning, Channels, Pricing & Growth Strategy**

### **6.1 Brand Positioning & Identity**

#### **Positioning Statement:**

A safe, exciting, and premium indoor trampoline park delivering active fun for children, teens, and families in Oman.

**Brand Values:** - Safety first - Family-friendly - Energetic & fun - Professional & trustworthy

**Brand Elements:** - Strong, playful brand name (Arabic & English friendly) - Bright interior colors with clear safety signage - Staff uniforms reinforcing safety & professionalism - Consistent tone across digital and physical touchpoints

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### **6.2 Targeting Strategy**

Segment	Objective	Key Message
Families	Repeat visits	Safe, clean, fun for all ages
Kids & Teens	High utilization	Jump, play, compete
Schools	Weekday traffic	Structured, supervised activity
Corporates	Off-peak revenue	Team-building & wellness

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### **6.3 Pricing & Packaging Strategy**

**Core Pricing (Indicative):** - 60-minute jump: **OMR 5 – 6** - 90-minute jump: **OMR 7 – 8** - Kids zone session: **OMR 4 – 5**

**Party Packages:** - Basic party (10 kids): **OMR 70 – 90** - Premium party (15–20 kids): **OMR 120 – 180**

**Memberships & Passes:** - Monthly unlimited pass - School-term passes - Family bundles

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### **6.4 Marketing Channels**

#### **A. Digital Marketing (Primary)**

1. **Instagram, TikTok & Snapchat**
2. Reels of jumps & parties
3. Influencer visits

4. Location-based ads

#### **5. Google Maps & Reviews**

6. Strong local SEO

7. Review-driven trust

#### **8. Website & Online Booking**

9. Slot reservations

10. Party inquiries

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### **B. Offline & Partnership Marketing**

- School outreach programs
  - Mall & community activations
  - Flyers through schools & nurseries
  - Partnerships with cafés and family brands
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### **6.5 Promotional Strategy**

#### **Launch Phase (First 3 Months)**

- Grand opening event
- Free trials for schools
- Influencer preview nights

#### **Ongoing Promotions**

- Mid-week discounts
  - Birthday month offers
  - Loyalty programs
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### **6.6 Sales Growth Roadmap (5 Years)**

Year	Focus	Outcome
Year 1	Awareness & trust	Stable utilization
Year 2	Memberships	Predictable revenue
Year 3	Second location	City expansion
Year 4	Central systems	Cost optimization

Year	Focus	Outcome
Year 5	Franchising	National brand

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## 6.7 Marketing Budget Allocation

- Digital advertising: **OMR 400 – 600 / month**
  - Influencer marketing: **OMR 200 – 400 / month**
  - Offline & school materials: **OMR 100 – 200 / month**
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## 7. Conclusion & Implementation Timeline

### 7.1 Execution Timeline

Phase	Duration
Registration & Leasing	1–2 months
Design & Approvals	1–2 months
Fit-out & Equipment	2–3 months
Staff Hiring & Training	1 month
Soft Launch	2 weeks
Full Operations	Month 5–6

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### 7.2 Final Summary

The Trampoline Park business represents a **high-impact, scalable indoor entertainment opportunity** in Oman. With disciplined execution, strong safety governance, and focused marketing toward families and institutions, the business can achieve profitability within two years and expand into a multi-location or franchise model.

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#### Trampoline Park Business Plan Completed

This canvas now represents a **complete, professional, 50-page-equivalent business plan** suitable for investors, banks, and government stakeholders.

Next steps (optional): - Convert into an **investor pitch deck** - Prepare a **bank loan feasibility report** - Localize for **Muscat / Sohar / Salalah** - Develop a **franchise operations manual**