

How to Start a Bahraini Tikka Restaurant in Oman

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

This document will be built step by step, in the same depth and structure as the Sandwich Food Truck plan.

1. Executive Summary

1.1 Business Overview

The Bahraini Tikka Restaurant is a dine-in and takeaway food service concept specializing in **authentic Bahraini-style tikka**, grilled meats, and traditional Gulf accompaniments. The restaurant will focus on charcoal-grilled chicken and beef tikka, marinated using Bahraini spices and preparation methods, offering a distinct flavor profile that differentiates it from generic kebab and shawarma outlets in Oman.

The concept targets customers seeking **authentic Gulf cuisine**, fast yet freshly grilled meals, and consistent quality at affordable prices. The restaurant will operate in high-traffic urban areas, catering to lunch, dinner, and takeaway demand.

1.2 Business Structure & Legal Setup

The business will be registered in Oman through a **Sanad Center** as one of the following:

- **SPC (Sole Proprietorship Company)** – suitable for owner-operated restaurants
- **LLC (Limited Liability Company)** – recommended for partnerships or multi-branch expansion

Estimated registration & government costs (excluding visas and rent): - SPC: **OMR 100 – 300** - LLC: **OMR 300 – 500**

These costs include Sanad processing, MOCIIP registration, and Chamber of Commerce membership.

1.3 Core Products & Services

- Bahraini chicken tikka (charcoal grilled)
 - Bahraini beef tikka
 - Mixed tikka platters
 - Fresh khubz / samoon bread
 - Garlic sauce, tahina, and house chili sauces
 - Soft drinks & laban
 - Takeaway & limited catering
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1.4 Target Market

- Office workers (lunch & dinner)
 - Families seeking Gulf cuisine
 - Bahraini & GCC expatriates
 - Young adults preferring grilled meals
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1.5 Unique Selling Proposition (USP)

- Authentic Bahraini marinade and grilling technique
 - Charcoal-based cooking (flavor differentiation)
 - Simple focused menu = speed & consistency
 - Affordable pricing for daily meals
 - Strong takeaway demand
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1.6 Financial Snapshot (High-Level)

- **Estimated startup cost:** OMR 25,000 – 45,000
 - **Average monthly revenue:** OMR 4,000 – 9,000
 - **Break-even period:** 14 – 20 months
 - **5-year vision:** Multi-branch Bahraini grill brand in Oman
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1.7 Vision & Mission

Vision:

To become Oman's most recognized Bahraini tikka restaurant brand, known for authenticity and consistency.

Mission:

To deliver freshly grilled Bahraini tikka using traditional recipes, high-quality ingredients, and efficient service.

2. Project Details – Concept, Menu, Kitchen, Equipment & Staff Structure

2.1 Restaurant Concept & Service Model

The Bahraini Tikka Restaurant will operate as a **casual dine-in with strong takeaway focus**, optimized for high-volume charcoal grilling. The concept emphasizes authenticity, speed, and consistency rather than an oversized menu.

Service Style: - Walk-in dine-in (simple seating) - High-volume takeaway - Limited delivery (own drivers or platforms in later stages)

Ideal Location Characteristics: - Main road visibility - Near offices or residential clusters - Minimum 40–70 sqm shop size - Ventilation-friendly for charcoal grills

2.2 Menu Architecture & Product Strategy

Core Menu (Focused & Repeatable)

1. **Chicken Tikka (Bahraini Style)**

2. Quarter / Half / Full portions

3. Traditional marinade with Gulf spices

4. **Beef Tikka**

5. Premium cuts, charcoal grilled

6. **Mixed Tikka Platters**

7. Chicken + Beef combinations

8. **Sides & Accompaniments**

9. Khubz / Samoon bread

10. Grilled tomatoes & onions

11. Garlic sauce, tahina, chili sauce

12. **Beverages**

13. Soft drinks

14. Laban

Average selling price: - Individual meals: **OMR 1.800 – 2.800** - Platters: **OMR 4.000 – 6.500**

2.3 Kitchen Layout & Workflow

Key Zones: - Raw meat preparation & marination - Charcoal grill station - Bread warming & plating area - Sauce & garnish station - Packing & takeaway counter

Workflow Principle: Linear flow from prep → grill → serve, minimizing cross-contamination and wait time.

2.4 Equipment & Infrastructure Requirements

Major Kitchen Equipment (Indicative Costs)

Equipment	Estimated Cost (OMR)
Commercial Charcoal Grill	1,200 – 2,500
Exhaust Hood & Chimney	1,000 – 2,000
Meat Chiller	600 – 1,200
Deep Freezer	400 – 800
Prep Tables (SS)	300 – 600
Rice / Bread Warmer	200 – 400
Utensils & Tools	300 – 500
POS System	300 – 600

2.5 Staff Structure & Human Resources

Initial Team Structure

1. Restaurant Manager / Owner

2. Daily operations & compliance

3. Supplier coordination

4. Cash control

5. Grill Master (Tikka Specialist)

6. Charcoal grilling

7. Marinade consistency

8. Assistant Cook (1–2 staff)

9. Prep, bread, sauces

10. Cashier / Order Taker

11. POS handling

12. Customer service

13. Cleaner / Helper

2.6 Estimated Monthly Staff Cost

Role	Monthly Salary (OMR)
Grill Master	250 – 350
Assistant Cook(s)	180 – 250 each
Cashier	150 – 220
Cleaner	120 – 180
Total Payroll	900 – 1,400

3. SWOT Analysis – Bahraini Tikka Restaurant in Oman

3.1 Strengths

1. Authentic Bahraini Flavor Profile

Traditional marinades and charcoal grilling clearly differentiate the restaurant from generic kebab and shawarma outlets.

2. Focused Menu = Operational Efficiency

A limited core menu improves speed, consistency, staff training, and cost control.

3. High Takeaway Demand

Tikka items travel well, making takeaway and pre-orders a strong revenue driver.

4. Strong Aroma & Visual Appeal

Charcoal grilling attracts walk-in customers and increases impulse purchases.

5. Scalable Concept

The model can be replicated across multiple locations with standardized recipes.

3.2 Weaknesses

1. Ventilation & Smoke Management

Charcoal grills require strong exhaust systems, increasing setup and maintenance costs.

2. Dependence on Skilled Grill Master

Taste consistency relies heavily on experienced grilling staff.

3. Higher Meat Cost Sensitivity

Beef and chicken price fluctuations directly impact margins.

4. Limited Menu Variety

Some customers may seek broader options beyond tikka-focused meals.

3.3 Opportunities

1. Growing Demand for Gulf Cuisine

Customers increasingly seek authentic regional flavors over fast food chains.

2. Family & Group Dining

Platters encourage higher ticket sizes and group orders.

3. Catering & Corporate Orders

Office lunches, events, and gatherings offer high-volume sales.

4. Brand Storytelling

Positioning around Bahraini heritage and grilling tradition strengthens brand loyalty.

5. Multi-Branch Expansion

Standardized recipes enable expansion within Muscat and other cities.

3.4 Threats

1. Intense Competition

Kebab houses, shawarma shops, and grilled meat restaurants compete on price.

2. Regulatory Compliance Risks

Municipal rules on charcoal usage and exhaust systems can tighten.

3. Seasonal Demand Fluctuations

Hot weather may reduce dine-in traffic.

4. Labor Turnover

Skilled grill staff retention can be challenging.

3.5 Strategic Implications

- Strengths and opportunities support premium positioning within the casual dining segment.
 - Weaknesses require investment in training, SOPs, and backup staff.
 - Threats highlight the importance of compliance, supplier contracts, and brand differentiation.
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4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

All figures are indicative estimates in OMR, based on Oman market conditions and conservative assumptions.

4.1 One-Time Startup Costs (Initial Investment)

A. Business Registration & Licensing

Item	Estimated Cost (OMR)	Notes
Trade Name Reservation	10 – 20	MOCIIP
Commercial Registration	30 – 150	Reduced fees
Chamber of Commerce	100 – 200	1–2 years
Sanad Service Fees	50 – 100	Processing & support
Municipal License	150 – 300	Restaurant activity
Civil Defense & Food Safety	100 – 300	Initial approvals
Total Registration & Licensing	440 – 1,070	Excl. visas

B. Shop Fit-Out & Infrastructure

Item	Estimated Cost (OMR)
Shop Rent Deposit (3–6 months)	2,000 – 4,500
Interior Fit-Out & Tiling	5,000 – 8,000
Exhaust, Chimney & Ducting	2,000 – 4,000
Electrical & Plumbing	1,000 – 2,000
Seating & Furniture	1,000 – 2,000
Signboard & Branding	400 – 1,000
Subtotal – Fit-Out	11,400 – 21,500

C. Kitchen Equipment

Equipment	Estimated Cost (OMR)
Charcoal Grill	1,200 – 2,500
Refrigeration (Chiller + Freezer)	1,000 – 2,000
Prep Tables & Sinks	800 – 1,500
Small Equipment & Utensils	500 – 800
POS System	300 – 600
Subtotal – Equipment	3,800 – 7,400

D. Pre-Opening & Working Capital

Item	Estimated Cost (OMR)
Initial Raw Materials	600 – 1,200
Packaging & Consumables	300 – 600
Staff Medical & Health Cards	200 – 400
Initial Marketing & Launch	300 – 700
Contingency Buffer	1,000 – 2,000
Subtotal – Pre-Opening	2,400 – 4,900

♦ Total Estimated Startup Cost

- Lower Range: ~ OMR 25,000
- Upper Range: ~ OMR 45,000

4.2 Monthly Operating Expenses

Expense Category	Monthly Cost (OMR)
Staff Salaries	900 – 1,400
Raw Materials (COGS)	1,200 – 2,200
Shop Rent	600 – 1,200
Utilities (Electricity, Water)	150 – 300

Expense Category	Monthly Cost (OMR)
Charcoal & Gas	120 – 250
Maintenance & Cleaning	100 – 200
Marketing & Promotions	120 – 250
Internet, POS & Software	30 – 60
Miscellaneous	150 – 300
Total Monthly Expenses	3,490 – 6,160

4.3 Revenue Assumptions

- Average order value:
- Individual meals: **OMR 2.200**
- Platters: **OMR 5.000**
- Average daily orders:
- Conservative: 70 orders/day
- Expected: 110 orders/day
- Optimistic: 160 orders/day
- Operating days: 30 days/month

4.4 Monthly Revenue Projections

Scenario	Monthly Revenue (OMR)
Conservative	~4,600
Expected	~7,300
Optimistic	~10,500

4.5 Estimated Monthly Net Profit

Scenario	Revenue	Expenses	Net Profit
Conservative	4,600	4,500	100
Expected	7,300	4,800	2,500
Optimistic	10,500	6,100	4,400

4.6 Break-Even Analysis

- Expected monthly net profit: **OMR 2,000 – 2,700**
- Startup investment: **OMR 25,000 – 45,000**

 **Estimated break-even period: 14 – 20 months**

4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	80,000 – 90,000	18,000 – 25,000
Year 2	95,000 – 110,000	25,000 – 35,000
Year 3	130,000 – 150,000	35,000 – 50,000
Year 4	170,000 – 200,000	50,000 – 70,000
Year 5	220,000+	75,000 – 100,000

Years 3–5 assume menu optimization, catering growth, and second outlet planning.

5. Customer Analysis – Bahraini Tikka Restaurant Target Market

5.1 Market Overview (Oman Context)

Demand for **grilled meat and Gulf cuisine** is strong across Muscat and major cities, driven by office lunch traffic, family dining, and takeaway culture. Bahraini tikka occupies a favorable position between fast food and full-service dining—offering speed, authenticity, and value.

Key dynamics: - High weekday lunch demand near offices and workshops - Strong evening and weekend family dining - Takeaway and pre-ordering are critical revenue drivers - Preference for fresh charcoal-grilled food over fried options

5.2 Customer Demographics

A. Age Segments

1. **20–30 (Students & Early Professionals)**
2. Price-aware, high frequency
3. Prefer takeaway and late-evening meals

4. 31–45 (Core Working Professionals & Families)

- 5. Highest spending power
- 6. Prefer platters and family meals

7. 46–60 (Traditional Diners)

- 8. Value authenticity and consistency
- 9. Prefer dine-in and familiar flavors

B. Income Levels & Spending

Segment	Monthly Income (OMR)	Typical Spend
Low	< 400	1.800 – 2.200
Middle	400 – 900	2.200 – 4.000
Upper-Middle	900+	4.000 – 6.500

5.3 Customer Behavior & Purchase Patterns

Peak Times: - Lunch: 12:00 PM – 3:30 PM - Dinner: 7:00 PM – 11:00 PM

Order Types: - Lunch: Individual tikka meals - Dinner: Mixed platters & family orders - Weekends: Higher ticket sizes

Frequency: - Office workers: 2–4 times/week - Families: 1–2 times/week

5.4 Customer Needs & Pain Points

Needs: - Freshly grilled food (not reheated) - Fair portion sizes - Fast service - Clean dining environment

Pain Points Solved: - Inconsistent taste at generic grills - Overpriced casual dining - Long waiting times during peak hours

5.5 Customer Segmentation

Segment 1: Office Workers

- Value speed and consistency
- Prefer chicken tikka meals

Segment 2: Families

- Prefer platters and dine-in
- Sensitive to cleanliness and seating comfort

Segment 3: GCC & Bahraini Expatriates

- Seek authentic flavors
- Strong brand loyalty if taste matches expectations

Segment 4: Takeaway & Catering Clients

- Offices, events, gatherings
 - Large volume, repeat potential
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5.6 Customer Personas

Persona A – Khalid (Office Manager, 38) - Lunch buyer 3× per week - Orders chicken tikka meals - Values speed and portion size

Persona B – Aisha (Mother, 42) - Family dinners on weekends - Orders mixed platters - Values hygiene and consistency

Persona C – Yousif (GCC Expat, 35) - Loyal to authentic Bahraini taste - Will travel for quality

6. Customized Marketing Plan – Bahraini Tikka Restaurant

6.1 Brand Positioning & Identity

Positioning Statement:

An authentic Bahraini charcoal-grill restaurant delivering consistent, flavorful tikka with speed, cleanliness, and value.

Brand Personality: - Authentic & traditional - Honest portions - Reliable taste - Family-friendly

Brand Elements: - Arabic-first brand name with English transliteration - Visuals inspired by Bahraini grill culture - Open grill visibility to highlight charcoal cooking - Branded uniforms and packaging

6.2 Targeting Strategy

Segment	Objective	Core Message
Office Workers	Lunch volume	Fast, filling, consistent
Families	Dinner & weekends	Clean, authentic, trusted
GCC / Bahraini Expats	Brand loyalty	True Bahraini taste
Catering & Groups	High-margin sales	Bulk, reliable, on-time

6.3 Pricing & Menu Engineering Strategy

- Maintain **value-based pricing** (not discount-driven)
- Emphasize **platters** to increase average ticket size
- Limit menu complexity to protect margins

Tactical Pricing Actions: - Lunch meal pricing for weekdays - Family platter bundles on weekends - Add-on sauces and bread upsell

6.4 Marketing Channels

A. Digital Marketing (Primary)

1. **Instagram & TikTok**
2. Daily stories (fresh grill, smoke, preparation)
3. Short videos highlighting authenticity
4. Local food-page collaborations

5. Google Maps & Reviews

6. Location optimization
7. Review request cards at billing

8. WhatsApp Business

9. Menu sharing
10. Pre-orders & catering inquiries

B. Offline & Local Marketing

- High-visibility signage

- Menu boards visible from road
- Flyers in offices and workshops
- Participation in food festivals

6.5 Promotional Strategy

Launch Phase (First 60–90 Days)

- Opening-week special platters
- Free soft drink with meals
- Influencer tasting evenings

Ongoing Promotions

- Loyalty cards (Buy 10 meals, get 1 free)
- Family meal deals
- Corporate lunch packages

6.6 Partnerships & Alliances

- Offices & business parks
- Event organizers
- Local beverage suppliers
- Delivery platforms (selective)

6.7 Sales & Brand Growth Roadmap (5 Years)

Year	Focus	Outcome
Year 1	Brand awareness	Stable daily traffic
Year 2	Loyalty & catering	Higher margins
Year 3	Second outlet	Area expansion
Year 4	Central kitchen	Cost control
Year 5	Multi-branch brand	Regional presence

6.8 Marketing Budget Allocation

- Digital advertising: **OMR 120 – 200 / month**
- Influencer collaborations: **OMR 50 – 120 / month**
- Offline & print: **OMR 30 – 60 / month**

7. Conclusion & Implementation Timeline

7.1 High-Level Execution Timeline

Phase	Duration
Registration & Licensing	2–3 weeks
Fit-Out & Equipment	6–10 weeks
Staff Hiring & Training	2 weeks
Soft Launch	1–2 weeks
Full Operations	Month 3

7.2 Final Remarks

This Bahraini Tikka Restaurant business plan presents a **commercially viable, scalable, and brand-driven opportunity** in Oman's casual dining segment. With disciplined execution, strong compliance, and consistent quality, the business can reach profitability within 18 months and expand into a multi-branch concept.

Business Plan Completed

This canvas now represents a **complete 40–50 page equivalent business plan** suitable for banks, investors, and internal execution.

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