

Acrobatic Arts Academy – Business Plan (Oman)

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

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

1. Executive Summary

1.1 Business Overview

The **Acrobatic Arts Academy** is a specialized training institution focused on providing professional instruction in **acrobatics, gymnastics-based movement, flexibility, tumbling, and performance arts** for children, teenagers, and young adults in Oman.

The academy will operate as a **studio-based education and training center**, offering structured programs aligned with international acrobatic arts standards while being culturally appropriate and accessible to the Omani market.

The concept addresses a growing demand in Oman for: - Structured extracurricular activities for children - Professional movement and fitness education - Performance arts pathways beyond traditional sports - Skill-based confidence and discipline training

1.2 Vision & Mission

Vision:

To become Oman's leading acrobatic arts and movement education academy, nurturing confident, disciplined, and skilled performers.

Mission:

To deliver safe, structured, and inspiring acrobatic arts education through certified instructors, progressive training programs, and a supportive learning environment.

1.3 Business Objectives

- Establish a fully licensed acrobatic arts academy in Oman
 - Offer age-segmented, level-based training programs
 - Achieve strong enrollment within the first year
 - Build a trusted brand among parents and schools
 - Expand into competitions, performances, and certifications
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1.4 Legal Structure

The academy will be registered in Oman as either: - **SPC (Sole Proprietorship Company)** – suitable for founder-led academies - **LLC (Limited Liability Company)** – suitable for partnerships or future expansion

Registration will be completed through a **Sanad Center**.

Estimated registration & government setup cost: - SPC: **OMR 100 – 300** - LLC: **OMR 300 – 500**

(Excluding visas, studio lease, and premium consulting)

1.5 Services Offered (Summary)

- Acrobatic Arts Foundation Classes (Kids)
 - Tumbling & Flexibility Training
 - Performance & Stage Movement
 - Private Coaching Sessions
 - School & Nursery Programs
 - Workshops, camps, and showcases
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1.6 Target Market

- Children aged 4–14
 - Teenagers aged 15–18
 - Parents seeking structured extracurricular activities
 - International & private schools
 - Nurseries and activity centers
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1.7 Financial Snapshot (High-Level)

- **Estimated startup cost:** OMR 20,000 – 40,000
 - **Monthly revenue potential:** OMR 3,000 – 8,000
 - **Break-even period:** 12 – 20 months
 - **5-year outlook:** Multi-branch academy or franchising
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2. Project Details – Goals, Programs, Curriculum, Facilities & Staff Structure

2.1 Project Goals

Short-Term Goals (Year 1)

- Secure appropriate studio space and complete licensing approvals
- Recruit certified or experienced acrobatic arts instructors
- Launch foundation and beginner programs for children
- Achieve stable monthly enrollment within 6 months
- Build strong trust with parents through safety, communication, and results

Medium-Term Goals (Years 2–3)

- Expand program levels (intermediate and advanced)
- Introduce holiday camps, workshops, and showcases
- Partner with schools and nurseries for in-school programs
- Develop internal instructor training standards

Long-Term Goals (Years 4–5)

- Open a second branch or larger facility
- Introduce certification-based programs
- Host regional showcases or competitions
- Develop a franchise or licensing model

2.2 Value Proposition

The Acrobatic Arts Academy offers **structured, safe, and progressive movement education** that combines physical fitness, discipline, creativity, and confidence-building.

Core Value Drivers: - Age-appropriate, level-based curriculum - Strong emphasis on safety and injury prevention - Qualified instructors with performance and teaching experience - Clear progression pathways for students - Supportive and confidence-building learning environment

2.3 Programs & Curriculum Structure

A. Age-Based Programs

1. **Early Movers (Ages 4–6)**
2. Basic coordination and balance
3. Fun movement and flexibility
4. Introduction to tumbling

5. Junior Acrobats (Ages 7–10)

6. Foundational acrobatic skills
7. Strength and flexibility development
8. Partner and group exercises

9. Youth & Teens (Ages 11–18)

10. Intermediate to advanced tumbling
 11. Performance routines
 12. Strength, conditioning, and control
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B. Skill-Based Levels

- Foundation Level
- Beginner Level
- Intermediate Level
- Advanced / Performance Level

Progression is based on skill assessment rather than age alone.

2.4 Class Formats & Pricing Logic (Indicative)

- Group classes (8–12 students)
- Small group training (4–6 students)
- Private coaching sessions

Indicative Monthly Fees: - Group classes: OMR 35 – 60 - Small group: OMR 70 – 100 - Private sessions: OMR 12 – 20 per session

2.5 Facility & Space Requirements

Studio Requirements

- Area: 120 – 250 sqm
- High ceiling clearance
- Shock-absorbent flooring / mats
- Proper ventilation and lighting
- Reception and waiting area for parents

Safety & Compliance

- Padded floors and walls
- First-aid station

- CCTV (common areas)
- Clear emergency exits

2.6 Equipment Requirements

Equipment	Estimated Cost (OMR)
Floor mats & crash mats	3,000 – 6,000
Balance blocks & training aids	500 – 1,000
Mirrors & wall padding	800 – 1,500
Storage units	300 – 600
Sound system	200 – 400
Total Equipment	4,800 – 9,500

2.7 Staff Structure & Human Resources

Initial Team

1. **Academy Director / Owner**
 2. Overall management and compliance
 3. Parent communication and partnerships
 4. **Lead Instructor (1-2)**
 5. Curriculum delivery
 6. Student assessments
 7. **Assistant Instructor**
 8. Class support and safety supervision
 9. **Admin / Reception Staff**
 10. Enrollments and scheduling
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Estimated Monthly Salaries

- Lead Instructor: OMR 400 – 700
- Assistant Instructor: OMR 250 – 400

3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

3.1 Strengths

1. Specialized Niche Offering

Acrobatic arts is a focused discipline with limited direct competition in Oman, allowing the academy to position itself as a specialist rather than a general sports center.

2. High Parent Trust Potential

Structured curriculum, visible safety measures, and clear progression build strong trust with parents—key decision-makers in enrollments.

3. Recurring Revenue Model

Monthly fee-based classes provide predictable and stable cash flow compared to one-time activity businesses.

4. Skill Progression & Retention

Level-based advancement encourages long-term student retention over multiple years.

5. Scalability

Programs can be replicated across branches, schools, and camps with standardized training frameworks.

3.2 Weaknesses

1. High Initial Setup Cost

Studio fit-out, safety mats, and equipment require significant upfront investment.

2. Instructor Dependency

Quality and reputation are closely tied to instructor skill and consistency.

3. Limited Capacity per Class

Safety requirements cap class sizes, limiting short-term revenue scaling.

4. Brand-Building Time

Trust-based education businesses take time to establish strong enrollment numbers.

3.3 Opportunities

1. Rising Demand for Structured Extracurricular Activities

Parents increasingly seek skill-based, disciplined programs beyond academics.

2. School & Nursery Partnerships

In-school programs and after-school clubs provide bulk enrollments and brand visibility.

3. Performance, Shows & Competitions

Showcases and events create additional revenue streams and marketing exposure.

4. Camps & Holiday Programs

Seasonal camps significantly increase revenue during school holidays.

5. Certification & Instructor Training

Long-term potential to offer recognized certifications and instructor development.

3.4 Threats

1. Competition from Dance & Gymnastics Centers

Parents may compare pricing with more established dance or gymnastics academies.

2. Safety & Injury Risks

Any injury incident can impact reputation if not professionally managed.

3. Regulatory Compliance

Changes in licensing or safety requirements may increase costs.

4. Economic Sensitivity

Extracurricular activities may be reduced during economic downturns.

3.5 Strategic Implications

- Strengths and opportunities support a premium, trust-driven positioning.
 - Weaknesses require strong instructor training, SOPs, and insurance coverage.
 - Threats highlight the importance of safety protocols, communication, and differentiation.
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4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

All figures are estimates in OMR and intentionally conservative.

Actual performance will depend on enrollment, pricing, rent, and instructor utilization.

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 Membership	100 – 200	1–2 years
Sanad Service Fees	50 – 100	Varies
Municipal / Activity License	100 – 300	Education activity
Total Registration	300 – 700	SPC or LLC

B. Studio Fit-out & Equipment

Item	Estimated Cost (OMR)
Lease Deposit & Advance Rent	3,000 – 6,000
Flooring, Mats & Padding	3,000 – 6,000
Mirrors, Storage, Reception	1,500 – 3,000
Sound, Lighting & Safety	500 – 1,200
Furniture & Office Setup	500 – 1,000
Subtotal – Fit-out	8,500 – 17,200

C. Pre-Opening & Launch Costs

Item	Estimated Cost (OMR)
Initial Marketing & Branding	500 – 1,200
Insurance (Public Liability)	300 – 700

Item	Estimated Cost (OMR)
Staff Recruitment & Training	300 – 600
Contingency Reserve	1,000 – 2,000
Subtotal – Pre-opening	2,100 – 4,500

◆ Total Estimated Startup Cost

Low range: ~ OMR 12,000

High range: ~ OMR 22,000

4.2 Monthly Operating Expenses

Expense Category	Estimated Monthly Cost (OMR)
Studio Rent	700 – 1,200
Instructor Salaries	650 – 1,100
Admin Staff	200 – 300
Utilities & Internet	120 – 200
Marketing & Promotions	150 – 300
Insurance & Compliance	50 – 100
Maintenance & Cleaning	80 – 150
Miscellaneous	100 – 200
Total Monthly Expenses	2,050 – 3,550

4.3 Revenue Assumptions

- Average monthly fee per student: **OMR 45**
 - Average active students (Year 1):
 - Conservative: 60 students
 - Expected: 100 students
 - Optimistic: 150 students
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4.4 Monthly Revenue Projections

Scenario	Monthly Revenue (OMR)
Conservative	~2,700
Expected	~4,500
Optimistic	~6,750

4.5 Estimated Monthly Profit / Loss

Scenario	Revenue	Expenses	Net Result
Conservative	2,700	3,000	-300
Expected	4,500	2,800	1,700
Optimistic	6,750	3,300	3,450

4.6 Break-Even Analysis

- Average monthly net profit (expected): **OMR 1,500 – 1,800**
- Startup cost: **OMR 12,000 – 22,000**

 **Estimated break-even period: 10 – 15 months**

4.7 Five-Year Financial Forecast (Summary)

Year	Avg Students	Revenue (OMR)	Net Profit (OMR)
Year 1	90 – 110	50,000 – 55,000	10,000 – 15,000
Year 2	120 – 150	65,000 – 75,000	18,000 – 25,000
Year 3	160 – 200	85,000 – 100,000	28,000 – 40,000
Year 4	220 – 260	115,000 – 130,000	45,000 – 60,000
Year 5	300+	160,000+	70,000 – 95,000

Years 3–5 assume camps, showcases, higher pricing tiers, and possible second location.

5. Customer & Parent Analysis – Decision Makers, Trust Factors & Segmentation

5.1 Decision-Maker Overview

In the Acrobatic Arts Academy business model, **parents and guardians are the primary decision-makers**, while children are the end users. Enrollment decisions are driven by trust, safety, perceived developmental value, and long-term benefits rather than short-term entertainment alone.

5.2 Parent Demographics (Oman Context)

A. Age & Family Profile

- Parents aged **28–50 years**
 - Middle to upper-middle income households
 - Typically dual-income families
 - High concentration in Muscat, Al Khoudh, Azaiba, Seeb, Qurum, and Mawaleh
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B. Income Segmentation

Segment	Monthly Household Income (OMR)	Willingness to Pay
Mid-income	700 – 1,200	Value-focused
Upper-mid	1,200 – 2,000	Quality-focused
High-income	2,000+	Premium & outcomes

5.3 Parent Decision-Making Psychology

Parents evaluate academies based on: - **Safety standards & supervision** - Instructor qualifications & behavior - Clear structure and progression - Child confidence and discipline improvement - Transparent communication and professionalism

Key Emotional Drivers: - Desire to invest in child's future - Social proof (recommendations, reviews) - Visible improvement and achievements

5.4 Enrollment Triggers

- Child interest in movement, dance, or gymnastics
- Recommendation from schools or other parents
- Free trial classes or open days

- Social media visibility and events
 - Positive word-of-mouth
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5.5 Enrollment Barriers & Objections

Objection	Mitigation Strategy
Safety concerns	Clear safety SOPs, instructor-to-student ratios
Pricing	Tiered plans, sibling discounts
Time commitment	Flexible schedules
Long-term value	Progress reports & showcases

5.6 Student Segmentation

Segment 1: Recreational Learners

- Goal: Fitness, confidence, fun
- Frequency: 1–2 classes/week

Segment 2: Skill Builders

- Goal: Technique and progression
- Frequency: 2–3 classes/week

Segment 3: Performance-Oriented Students

- Goal: Shows, competitions, certifications
 - Frequency: Advanced training
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5.7 Retention Factors (Why Parents Stay)

- Visible skill progression
 - Child enjoyment and confidence growth
 - Safe, clean, and organized environment
 - Professional communication
 - Recognition through performances and certificates
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6. Marketing & Enrollment Strategy – Branding, Channels & Growth

6.1 Brand Positioning for Parents

Positioning Statement:

A safe, structured, and inspiring acrobatic arts academy that helps children build confidence, discipline, and physical literacy through professional instruction.

Core Brand Pillars: - Safety-first training environment - Qualified and caring instructors - Clear progression and outcomes - Professional communication with parents - Inclusive, confidence-building culture

6.2 Enrollment Funnel (How Families Join)

1. **Awareness** – Social media, school partnerships, word-of-mouth
 2. **Interest** – Trial classes, open days, demos
 3. **Evaluation** – Parent meetings, facility tours, FAQs
 4. **Enrollment** – Simple plans, transparent pricing
 5. **Retention** – Progress reports, showcases, feedback loops
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6.3 Digital Marketing Channels (Primary)

A. Instagram & Short-Form Video

- Class snippets (with parental consent)
- Instructor introductions
- Student progress highlights
- Stories announcing schedules and events

B. Google Maps & Reviews

- Accurate location and timings
- Parent reviews and ratings
- Regular photo updates

C. WhatsApp Business

- Class schedules & reminders
 - Trial bookings and follow-ups
 - Parent communication groups (broadcast only)
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6.4 School & Nursery Partnerships

- After-school programs
- In-school workshops

- Holiday camps hosted at schools
- Referral incentives for schools

Benefits: - Bulk enrollments - Trusted endorsement - Lower acquisition cost

6.5 Offline & Community Marketing

- Open house days
 - Free demo sessions
 - Participation in community events
 - Flyers and banners near schools
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6.6 Promotional Strategy

Launch Phase (First 90 Days)

- Free trial classes
- Founding member discounts
- Sibling discounts
- Referral rewards for parents

Ongoing Promotions

- Loyalty pricing for long-term students
 - Holiday camps and workshops
 - Performance showcases (ticketed or invite-only)
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6.7 Enrollment Pricing Strategy

- Monthly subscriptions (primary)
- Term-based packages (discounted)
- Camp and workshop pricing (premium)
- Private coaching (high margin)

Key Principle: Predictable recurring revenue with upsell opportunities.

6.8 Marketing Budget Allocation

- Digital ads & content: **OMR 120 – 200 / month**
 - Events & open days: **OMR 50 – 100 / month**
 - School partnerships & materials: **OMR 30 – 60 / month**
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6.9 5-Year Growth & Expansion Roadmap

Year	Focus	Outcome
Year 1	Enrollment & trust	Stable base
Year 2	School programs	Volume growth
Year 3	Camps & showcases	Higher margins
Year 4	Second branch	Market expansion
Year 5	Franchise / licensing	Brand scale

7. Conclusion & Implementation Timeline

7.1 High-Level Execution Timeline

Phase	Duration
Registration & Licensing	2–3 weeks
Studio Setup & Fit-out	4–6 weeks
Staff Hiring & Training	2–3 weeks
Soft Launch	2 weeks
Full Operations	Month 3

7.2 Final Remarks

The Acrobatic Arts Academy represents a **sustainable, trust-based education business** with strong long-term demand in Oman. With disciplined execution, a safety-first culture, and parent-focused communication, the academy can reach profitability within the first year and scale into a multi-branch or franchise-ready brand.

Core Business Plan Completed

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

Optional next steps: - Licensing & safety compliance appendix - SOPs for classes and instructor conduct - Franchise-ready documentation - Investor pitch deck or bank proposal