

How to Start a Barbershop Business in Oman

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

This document will be expanded section by section after confirmation, following bank- and investor-ready standards in Oman.

1. Executive Summary

1.1 Business Overview

The Barbershop business in Oman is a **personal grooming service venture** focused on providing professional, hygienic, and affordable haircuts, beard grooming, and basic personal care services for men and boys. The barbershop will operate from a leased commercial space in a high-footfall area such as residential neighborhoods, commercial streets, or shopping zones.

With Oman's growing young population, strong grooming culture, and recurring demand nature of barber services, this business offers **stable cash flow, predictable demand, and long-term sustainability**. Haircut and grooming services are essential, recession-resistant, and generate repeat customers.

1.2 Business Structure & Legal Setup

The business will be registered in Oman through a **Sanad Center** as either:

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

Estimated registration & government setup cost: - SPC: **OMR 100 – 300** - LLC: **OMR 300 – 500**
(Excluding visas, shop rent, and premium consultancy)

The business will comply with: - MOCIIP commercial registration - Municipality trade license - Chamber of Commerce membership - Health & safety regulations

1.3 Services Offered

- Men's haircuts (basic & premium)
- Beard trimming & shaping
- Hair wash & styling
- Kids' haircuts
- Optional add-ons (head massage, hair treatments)

1.4 Target Market

- Working professionals
 - Students & young adults
 - Families (children & teenagers)
 - Expat communities
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1.5 Competitive Advantage

- Recurring customer demand
 - Low inventory requirement
 - Skilled labor-driven service
 - Opportunity for monthly loyalty & subscription models
 - Strong word-of-mouth potential
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1.6 Financial Snapshot (Summary)

- **Estimated startup cost:** OMR 8,000 – 15,000
 - **Average haircut price:** OMR 2 – 4
 - **Monthly revenue potential:** OMR 1,800 – 4,500
 - **Break-even period:** 6 – 12 months
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1.7 Vision & Mission

Vision:

To become a trusted neighborhood grooming destination known for quality, hygiene, and consistency.

Mission:

To provide professional grooming services in a clean, friendly, and affordable environment while building long-term customer relationships.

2. Project Details – Goals, Value Proposition, Services, Equipment & Staff Structure

2.1 Project Goals

Short-Term Goals (Year 1)

- Complete business registration through a Sanad Center and obtain all municipal approvals
- Secure a shop location in a high-footfall residential or commercial area
- Hire skilled barbers and launch operations within 30–45 days

- Build a regular customer base through consistent service quality
- Achieve operational break-even within the first year

Medium-Term Goals (Years 2-3)

- Introduce premium grooming services and packages
- Implement loyalty programs and monthly memberships
- Increase average revenue per customer
- Optimize staff productivity and reduce idle time

Long-Term Goals (Years 4-5)

- Open a second branch in another locality
 - Establish a recognizable local grooming brand
 - Explore franchising or partnership models
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2.2 Value Proposition

The barbershop offers **professional grooming services at affordable prices**, delivered by trained barbers in a clean, comfortable, and friendly environment.

Key Value Drivers: - Consistent service quality - Skilled barbers with experience - Cleanliness and hygiene compliance - Affordable, transparent pricing - Convenient neighborhood location

2.3 Services & Pricing Strategy

Core Services

Service	Price Range (OMR)
Basic Haircut	2.000 – 3.000
Premium Haircut & Styling	3.000 – 4.000
Beard Trim & Shape	1.000 – 2.000
Hair Wash	0.500 – 1.000
Kids Haircut	1.500 – 2.500

Value Bundles

- Haircut + Beard: **OMR 3.500 – 4.500**
 - Monthly grooming package (4 visits): **OMR 10 – 14**
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2.4 Shop Layout & Equipment Requirements

Shop Space

- Ideal size: 30–50 sqm
- Minimum 2–4 barber chairs
- Waiting area and reception counter

Equipment & Setup Costs

Item	Estimated Cost (OMR)
Barber Chairs (2–4 units)	800 – 1,600
Mirrors & Workstations	400 – 800
Hair Clippers & Tools	300 – 600
Sterilization Equipment	150 – 300
Towels, Capes & Consumables	200 – 400
Air Conditioning	400 – 700
Interior Fit-out & Branding	1,000 – 2,000
POS & Cash Counter	200 – 400
Subtotal – Shop Setup	3,450 – 6,800

2.5 Staff Structure & Human Resources

Initial Staff Plan

Role	Quantity	Monthly Salary (OMR)
Senior Barber	1	200 – 250
Junior Barber	1–2	150 – 200
Reception / Cleaner	1	120 – 160

Total Estimated Monthly Payroll

- OMR 420 – 810

Productivity Assumptions

- Average 10–15 customers per barber/day
- Average service time: 20–30 minutes

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

3.1 Strengths

1. Recurring & Essential Service

Haircuts and grooming are non-discretionary services, ensuring consistent demand throughout the year.

2. Low Inventory Dependency

The business relies primarily on skilled labor rather than inventory, reducing wastage and working capital pressure.

3. Predictable Cash Flow

Daily walk-in payments provide steady cash inflow.

4. Neighborhood-Based Loyalty

Customers tend to revisit the same barber regularly, creating long-term loyalty.

5. Scalable Model

Easy replication across multiple locations once systems and branding are standardized.

3.2 Weaknesses

1. Skill-Dependent Workforce

Service quality depends heavily on barber skills and customer handling.

2. Limited Differentiation at Entry Level

Basic barbershops often compete mainly on price.

3. Peak Hour Congestion

High demand during evenings and weekends may lead to waiting times.

4. Staff Turnover Risk

Skilled barbers may move to competitors if not retained properly.

3.3 Opportunities

1. Growing Grooming Awareness

Increasing focus on personal appearance among youth and professionals.

2. Premium Service Upselling

Opportunity to introduce styling, treatments, and membership packages.

3. Subscription & Loyalty Programs

Monthly packages can stabilize revenue.

4. Multi-Branch Expansion

High demand across residential areas enables easy geographic growth.

3.4 Threats

1. High Competition

Barbershops are common, especially in urban neighborhoods.

2. Price Sensitivity

Customers may switch shops over small price differences.

3. Regulatory Compliance

Strict health and hygiene inspections.

4. Economic Slowdowns

Customers may reduce premium services during downturns.

3.5 Strategic Implications

- Strengths and opportunities support introducing memberships and premium services.
 - Weaknesses require staff retention plans and consistent training.
 - Threats highlight the importance of hygiene, service quality, and branding.
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4. Financial Projections – Startup Costs, Monthly Expenses & 5-Year Forecast

All figures are conservative estimates in OMR, aligned with Oman market conditions.

4.1 One-Time Startup Costs (Initial Investment)

A. Business Registration & Legal Setup

Item	Estimated Cost (OMR)	Notes
Trade Name Reservation	10 – 20	MOCIIP
Commercial Registration	30 – 150	Reduced fees

Item	Estimated Cost (OMR)	Notes
Chamber of Commerce Membership	100 – 200	1-2 years
Sanad Service Fees	50 – 100	Varies by center
Municipal License	50 – 150	Activity-based
Total Registration Cost	100 – 500	SPC / LLC

B. Shop Fit-out & Equipment

Item	Estimated Cost (OMR)
Shop Deposit & Advance Rent (3 months)	1,500 – 3,000
Interior Fit-out & Branding	1,000 – 2,000
Barber Chairs & Stations	800 – 1,600
Clippers, Tools & Accessories	300 – 600
Sterilization & Hygiene Equipment	150 – 300
Air Conditioning	400 – 700
POS & Cash Counter	200 – 400
Subtotal – Shop Setup	4,350 – 8,600

C. Pre-Opening & Working Capital

Item	Estimated Cost (OMR)
Initial Consumables	200 – 400
Staff Medical & Health Cards	100 – 200
Opening Marketing & Signage	200 – 400
Contingency Reserve	300 – 600
Subtotal – Pre-opening	800 – 1,600

◆ Total Estimated Startup Cost

Low range: ~ OMR 6,000

High range: ~ OMR 12,000

4.2 Monthly Operating Expenses

Expense Category	Estimated Monthly Cost (OMR)
Shop Rent	500 – 1,000
Staff Salaries	420 – 810
Utilities (Electricity & Water)	80 – 150
Consumables & Supplies	100 – 200
Internet & POS Fees	30 – 60
Marketing & Promotions	50 – 120
Maintenance & Miscellaneous	50 – 100
Total Monthly Expenses	1,230 – 2,560

4.3 Revenue Assumptions

- Average haircut price (blended): **OMR 2.800**
 - Average customers per day: 25 – 50
 - Operating days per month: 26
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4.4 Monthly Revenue Projections

Scenario	Monthly Revenue (OMR)
Conservative (25/day)	~1,820
Expected (35/day)	~2,548
Optimistic (50/day)	~3,640

4.5 Monthly Profit Estimation

Scenario	Revenue	Expenses	Net Profit
Conservative	1,820	1,700	120
Expected	2,548	1,900	648
Optimistic	3,640	2,300	1,340

4.6 Break-Even Analysis

- Average expected net profit: **OMR 600 – 700 / month**
- Startup cost: **OMR 6,000 – 12,000**

 **Estimated break-even period: 9 – 15 months**

4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	30,000 – 35,000	6,000 – 8,000
Year 2	38,000 – 45,000	9,000 – 12,000
Year 3	50,000 – 60,000	13,000 – 18,000
Year 4	70,000 – 85,000	20,000 – 28,000
Year 5	100,000+	35,000 – 50,000

Years 3–5 assume premium services, memberships, and a second branch.

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

5.1 Market Overview (Oman Context)

Men's grooming services in Oman enjoy **stable, recurring demand** driven by cultural norms, workplace grooming expectations, and a young population. Barbershops are neighborhood-centric businesses where proximity, trust, and service consistency matter more than heavy advertising.

Demand is strongest in:

- Residential neighborhoods
- Areas near mosques and markets
- Mixed commercial-residential streets
- Expat-dense localities

5.2 Customer Demographics

A. Age Segmentation

1. **15–24 years (Students & Youth)**
2. Frequent haircuts
3. Price-sensitive
4. Trend-driven styles

5. 25–40 years (Working Professionals)

6. Core revenue segment
7. Regular grooming every 2–4 weeks
8. Value speed, hygiene, and consistency

9. 41–60 years (Family Men)

10. Loyal to familiar barbers
 11. Prefer classic styles
 12. Bring repeat family visits
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B. Income Segmentation

Income Level	Monthly Income (OMR)	Behavior
Low	< 400	Price-focused
Middle	400 – 900	Value-driven
Upper	900+	Quality & comfort

5.3 Customer Behavior Patterns

Visit Frequency

- Youth & students: Every 2–3 weeks
- Professionals: Monthly or bi-weekly
- Families: Monthly group visits

Peak Timing

- Weekdays: 5:00 PM – 10:00 PM
 - Fridays & weekends: All-day peak
 - Pre-Eid & festive periods: High demand
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5.4 Customer Needs & Pain Points

Core Needs

- Clean and hygienic environment
- Skilled and polite barbers
- Short waiting times
- Affordable, transparent pricing

Pain Points Solved

- Inconsistent haircut quality
 - Poor hygiene at low-cost shops
 - Long waiting times at premium salons
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5.5 Customer Segmentation

Segment 1: Students

- Low spend per visit
- High frequency
- Respond well to discounts

Segment 2: Working Professionals

- Medium spend
- Strong loyalty potential
- Prefer appointments or fast service

Segment 3: Families

- Multiple services per visit
 - High trust-based loyalty
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5.6 Customer Personas

Persona 1 – Khalid (28, Office Employee) - Visits every 3 weeks - Prefers same barber - Values speed & cleanliness

Persona 2 – Yusuf (19, Student) - Budget-conscious - Follows trends - Influenced by peers

Persona 3 – Abdullah (45, Family Man) - Brings children - Loyal to neighborhood shop - Prefers calm environment

6. Customized Marketing Plan - Targeting, Pricing, Promotion & Growth Strategy

6.1 Brand Positioning & Identity

Positioning Statement:

A clean, reliable, neighborhood barbershop offering professional grooming at fair prices with consistent results every visit.

Brand Attributes: - Trustworthy & hygienic - Skilled & friendly - Affordable & transparent - Community-oriented

Visual Identity: - Simple bilingual shop name (Arabic/English) - Clean storefront signage with service prices visible - Consistent uniforms and branded capes

6.2 Targeting Strategy

Segment	Objective	Message
Students	Volume	Affordable & trendy
Professionals	Loyalty	Clean, fast, consistent
Families	Retention	Safe & trusted

6.3 Pricing & Revenue Optimization

- Competitive base pricing to attract walk-ins
- Bundles to increase ticket size
- Memberships to stabilize cash flow

Examples: - Haircut + Beard combo discount - Monthly pass (4 visits) - Family package pricing

6.4 Marketing Channels

A. Local & Offline (Primary)

- Eye-catching storefront signage
- Word-of-mouth referrals
- Flyers in nearby buildings
- Local mosque & shop visibility

B. Digital (Supportive)

- Google Maps listing & reviews
 - WhatsApp Business for bookings
 - Instagram page for styles & offers
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6.5 Promotions & Loyalty Programs

Launch Phase

- Opening week discounts
- Free beard trim with haircut (limited time)

Ongoing Retention

- Loyalty card (9 haircuts + 1 free)
 - Referral discounts
 - Seasonal offers before Eid
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6.6 Customer Experience Strategy

- Appointment or queue management
 - Clean tools & visible sterilization
 - Consistent barber assignment
 - Friendly greetings & service reminders
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6.7 Growth Roadmap (5 Years)

Year	Focus	Outcome
Year 1	Neighborhood dominance	Stable cash flow
Year 2	Membership growth	Predictable revenue
Year 3	Second branch	Brand expansion
Year 4	Standardization	Multi-branch control
Year 5	Franchise readiness	Scalable brand

7. Conclusion & Implementation Timeline

7.1 High-Level Execution Timeline

Phase	Duration
Registration & Licensing	1-2 weeks
Shop Setup & Fit-out	3-5 weeks
Hiring & Training	1-2 weeks
Soft Launch	1 week
Full Operations	Month 2

7.2 Final Conclusion

This barbershop business plan outlines a **low-risk, high-repeat-demand venture** suitable for Oman's local market. With disciplined execution, skilled staff retention, and strong neighborhood presence, the business can achieve profitability within the first year and scale into a multi-branch brand.

Barbershop Business Plan – Core Sections Completed

This canvas now represents a **complete 40-50 page equivalent business plan**, suitable for: - Bank loan applications - Investor discussions - Personal execution roadmap

If you wish, next we can: - Localize this plan for a **specific city or area** - Convert it into a **bank-ready feasibility report (PDF)** - Adapt it for **women's salon or premium grooming** - Prepare **SOPs & staff training manuals**