

Online Equestrian Supplies Store Project - Oman

Working Canvas (Detailed Business Plan - 40-50 page equivalent)

This document will be developed sequentially, section by section, similar to the Sandwich Food Truck plan.

1. Executive Summary

1.1 Business Overview

The Online Equestrian Supplies Store is a specialized e-commerce venture focused on supplying **horse riding equipment, stable essentials, grooming products, and equestrian apparel** to customers across Oman. The business targets horse owners, riders, stables, riding schools, racing clubs, and equestrian enthusiasts.

Oman has a **strong cultural and sporting connection to horses**, including endurance riding, racing, leisure riding, and traditional horsemanship. Despite this demand, the local market remains **fragmented**, with limited product availability, inconsistent pricing, and heavy dependence on imports or physical store visits. This project addresses these gaps through a **centralized, reliable, and professionally branded online platform**.

1.2 Business Model

- **Primary model:** Online retail (B2C)
 - **Secondary model:** Bulk & institutional sales (B2B)
 - **Sales channels:** Website, WhatsApp Business, Instagram, marketplaces
 - **Fulfillment:** Local inventory + selective dropshipping/imports
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1.3 Legal Structure & Registration (Oman)

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

- **SPC (Sole Proprietorship Company)** – Suitable for owner-operated setup
- **LLC (Limited Liability Company)** – Recommended for partnerships or scale

Estimated setup costs (excluding visas & high-end consultants): - SPC: **OMR 100 - 300** - LLC: **OMR 300 - 500**

Typical cost components: - Trade name reservation - Commercial registration (MOCIIP) - Chamber of Commerce membership - Sanad service fees - Municipal activity license (e-commerce / trading)

1.4 Products & Categories

- Horse tack (saddles, bridles, reins)
 - Riding equipment (helmets, boots, gloves)
 - Grooming & care products
 - Stable supplies & accessories
 - Supplements & consumables (where permitted)
 - Equestrian apparel & accessories
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1.5 Target Market

- Individual horse owners
 - Riding schools & stables
 - Racing & endurance clubs
 - Professional riders & trainers
 - Recreational riders
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1.6 Competitive Advantage

- First-mover or niche-focused advantage in Oman
 - Online convenience & nationwide reach
 - Transparent pricing
 - Reliable availability of imported brands
 - Educational content & customer support
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1.7 Financial Snapshot (High-Level)

- Estimated startup cost: **OMR 8,000 – 20,000**
 - Gross margin target: **25% – 45%**
 - Break-even: **12 – 24 months**
 - Growth path: Expansion into B2B, private labels, regional sales
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1.8 Vision & Mission

Vision:

To become Oman's most trusted online destination for equestrian supplies.

Mission:

To provide reliable access to quality equestrian products through a professional, customer-centric digital platform.

2. Project Details – Goals, Value Proposition, Product Strategy & Operations

2.1 Project Goals

Short-Term Goals (Year 1)

- Register the business in Oman as an SPC or LLC through a Sanad Center
- Launch a fully functional e-commerce website with secure payment gateway
- Establish supplier relationships with 3–5 reliable equestrian brands or distributors
- Achieve consistent monthly online sales and customer traction
- Build brand trust through reliable delivery and customer support

Medium-Term Goals (Years 2–3)

- Expand product range based on demand data
- Introduce B2B sales to riding schools, stables, and clubs
- Improve logistics efficiency and reduce delivery costs
- Launch educational content (guides, videos, care tips)

Long-Term Goals (Years 4–5)

- Develop private-label equestrian products
 - Expand into GCC markets (cross-border e-commerce)
 - Establish a small warehouse or fulfillment center
 - Become the preferred supplier for institutional clients
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2.2 Value Proposition

The Online Equestrian Supplies Store offers a **centralized, trustworthy, and convenient platform** for sourcing quality equestrian products in Oman.

Core Value Drivers: - Nationwide access to equestrian supplies - Transparent pricing with consistent availability - Authentic branded products - Expert support and product education - Time-saving alternative to physical store visits

2.3 Product Strategy & Assortment

Core Product Categories

1. **Horse Tack & Riding Gear**
2. Saddles, bridles, reins
3. Saddle pads & girths

4. Rider Equipment & Apparel

5. Helmets, boots, gloves

6. Riding pants, jackets

7. Grooming & Horse Care

8. Brushes, shampoos, hoof care

9. Stable hygiene products

10. Stable Supplies

11. Buckets, feeders, accessories

12. Blankets & stable fittings

13. Consumables & Supplements (subject to regulation)

14. Vitamins, salts, care consumables

2.4 Inventory & Fulfillment Model

Inventory Strategy

- Fast-moving and essential items stocked locally
- High-value or low-frequency items sourced on demand
- Combination of local inventory and supplier fulfillment

Storage Options

- Home office with storage (initial phase)
- Small rented warehouse (growth phase)

Delivery & Logistics

- Local courier partners for last-mile delivery
 - Nationwide delivery coverage
 - Same-day or next-day delivery in Muscat (where possible)
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2.5 Operations Workflow

1. Customer places order via website or WhatsApp

2. Payment confirmation

3. Order processing & packing

4. Dispatch through courier partner
 5. Delivery & customer follow-up
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2.6 Technology & Platform

- E-commerce website (Shopify / WooCommerce)
 - Payment gateways (cards, local options)
 - Inventory management system
 - WhatsApp Business integration
 - CRM for customer records
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2.7 Staffing Structure

Initial Team

- Owner / Manager (operations & supplier relations)
- Order fulfillment staff (part-time or outsourced)
- Digital marketing support (freelance/agency)

Estimated Monthly HR Cost

- OMR 200 – 500 (initial phase)
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3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

3.1 Strengths

1. Clear Niche Focus

Specialization in equestrian supplies allows strong positioning versus general pet or sports stores.

2. Online-First Model

Nationwide reach without the overhead of multiple physical stores.

3. Cultural Relevance in Oman

Strong demand driven by endurance riding, racing, stables, and leisure riding.

4. Flexible Inventory Strategy

Combination of stocked essentials and on-demand sourcing reduces capital lock-in.

5. Scalable Digital Infrastructure

E-commerce platforms allow easy expansion of SKUs, regions, and customer segments.

3.2 Weaknesses

1. Import Dependency

Many equestrian products must be imported, increasing lead times and exposure to shipping delays.

2. Limited Local Supplier Base

Fewer domestic manufacturers compared to other retail categories.

3. Customer Trust Building (Early Stage)

New online brands require time to build credibility.

4. Logistics Cost Sensitivity

Heavy or bulky items increase delivery costs.

3.3 Opportunities

1. Underserved Online Market

Limited specialized online equestrian stores operating locally in Oman.

2. B2B Institutional Sales

Riding schools, stables, and clubs offer repeat, high-volume orders.

3. Private Label Development

Opportunity to introduce branded consumables and accessories.

4. Educational Content & Community Building

Guides, care tips, and riding education increase engagement and trust.

5. Regional Expansion

Potential to serve GCC markets via cross-border e-commerce.

3.4 Threats

1. International E-commerce Platforms

Customers may order directly from global websites.

2. Customs & Regulatory Changes

Import rules or duties may affect pricing and timelines.

3. Currency & Shipping Cost Fluctuations

Exchange rate and freight volatility can impact margins.

4. Price Sensitivity in Certain Segments

Some customers prioritize low cost over brand or service.

3.5 Strategic Implications

- Strengths and opportunities support a focused differentiation strategy.
 - Weaknesses require supplier diversification and transparent communication.
 - Threats emphasize the need for local presence, faster delivery, and trust-based branding.
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4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

All figures are estimates in OMR and designed conservatively for Oman's market conditions.

4.1 One-Time Startup Costs

A. Business Registration & Legal Setup (Oman)

| 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 License (E-commerce/Trading) | 50 – 150 | Activity-based |
| Total Registration Cost | 100 – 500 | SPC or LLC |

B. Technology & Platform Setup

| Item | Estimated Cost (OMR) |
|------------------------------------|----------------------|
| E-commerce Website Setup | 500 – 1,500 |
| Domain & Hosting (Annual) | 40 – 80 |
| Payment Gateway Setup | 50 – 150 |
| Inventory & Order Management Tools | 100 – 300 |
| Branding & Visual Identity | 200 – 500 |

| Item | Estimated Cost (OMR) |
|------------------------------|----------------------|
| Subtotal - Technology | 890 – 2,530 |

C. Initial Inventory & Operations Setup

| Item | Estimated Cost (OMR) |
|---------------------------------------|-----------------------|
| Initial Inventory (Stocked Items) | 3,000 – 8,000 |
| Packaging & Materials | 200 – 500 |
| Storage Racks & Equipment | 200 – 400 |
| Initial Marketing Launch | 300 – 800 |
| Contingency Buffer | 500 – 1,000 |
| Subtotal - Inventory & Ops | 4,200 – 10,700 |

◆ Total Estimated Startup Investment

- **Low Range:** ~ OMR 5,500
 - **High Range:** ~ OMR 13,700
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4.2 Monthly Operating Expenses

| Expense Category | Estimated Monthly Cost (OMR) |
|--------------------------------|------------------------------|
| Inventory Replenishment (COGS) | 800 – 2,000 |
| Storage / Small Warehouse | 0 – 300 |
| Courier & Delivery Costs | 150 – 400 |
| Marketing & Advertising | 150 – 350 |
| Website & Software | 30 – 80 |
| Part-Time Staff / Fulfillment | 200 – 500 |
| Utilities & Internet | 30 – 60 |
| Miscellaneous | 100 – 200 |
| Total Monthly Expenses | 1,460 – 3,890 |

4.3 Revenue Assumptions

- Average order value (AOV): **OMR 25 – 45**
- Orders per month (Year 1):
 - Conservative: 60 orders
 - Expected: 120 orders
 - Optimistic: 200 orders

4.4 Monthly Revenue Projections

| Scenario | Monthly Revenue (OMR) |
|--------------|-----------------------|
| Conservative | 1,500 – 1,800 |
| Expected | 3,000 – 4,000 |
| Optimistic | 6,000 – 9,000 |

4.5 Gross Margin & Profit Estimate

- Average gross margin: **30% – 45%**

| Scenario | Revenue | Expenses | Net Profit |
|--------------|---------|----------|------------|
| Conservative | 1,600 | 1,500 | 100 |
| Expected | 3,500 | 2,300 | 1,200 |
| Optimistic | 7,000 | 3,800 | 3,200 |

4.6 Break-Even Analysis

- Average monthly net profit (expected case): **OMR 1,000 – 1,300**
- Initial investment: **OMR 5,500 – 13,700**

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

4.7 Five-Year Financial Forecast (Summary)

| Year | Revenue (OMR) | Net Profit (OMR) |
|--------|-----------------|------------------|
| Year 1 | 35,000 – 45,000 | 8,000 – 12,000 |
| Year 2 | 55,000 – 70,000 | 14,000 – 20,000 |

| Year | Revenue (OMR) | Net Profit (OMR) |
|--------|-------------------|------------------|
| Year 3 | 85,000 – 100,000 | 25,000 – 35,000 |
| Year 4 | 120,000 – 150,000 | 40,000 – 55,000 |
| Year 5 | 180,000+ | 65,000 – 90,000 |

Years 3-5 assume B2B growth, private label introduction, and regional sales.

5. Customer & Market Analysis – Buyer Segments, Behavior & Demand Drivers

5.1 Market Overview (Oman Equestrian Ecosystem)

Oman has a well-established equestrian culture encompassing **endurance riding, racing, leisure riding, breeding, and traditional horsemanship**. Demand is concentrated around Muscat, Barka, Seeb, Al Khoudh, Sohar, Salalah, and interior regions with active stables and farms.

Market characteristics:

- Strong year-round demand with seasonal peaks during competition seasons
- Purchases driven by necessity (care, safety, maintenance) rather than impulse
- High importance placed on quality, authenticity, and reliability
- Limited centralized online supply, creating friction for buyers

5.2 Customer Segmentation

Segment A: Individual Horse Owners (B2C)

- Own 1–5 horses
 - Purchase frequency: Monthly to quarterly
 - Typical basket size: OMR 25 – 60
 - Key products: Grooming tools, tack accessories, care products
 - Pain points: Availability, authenticity, delivery time
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Segment B: Professional Riders & Trainers (B2C / Semi-B2B)

- Compete in endurance, racing, or show riding
 - Purchase frequency: High
 - Typical basket size: OMR 50 – 150
 - Key products: Performance gear, helmets, saddles, apparel
 - Pain points: Brand availability, sizing, replacement speed
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Segment C: Stables & Riding Schools (B2B)

- Maintain multiple horses (10-100+)
 - Purchase frequency: Monthly
 - Typical basket size: OMR 200 – 1,000+
 - Key products: Stable supplies, consumables, bulk grooming items
 - Pain points: Bulk pricing, reliability, invoicing
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Segment D: Racing & Endurance Clubs (Institutional)

- Organized entities and clubs
 - Purchase frequency: Project-based or contract-based
 - Typical basket size: OMR 500 – 3,000+
 - Key products: Equipment, safety gear, event supplies
 - Pain points: Lead times, documentation, consistency
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5.3 Buyer Behavior Analysis

Purchase Drivers

- Horse safety and welfare
- Product durability and brand reputation
- Availability within Oman
- After-sales support and advice

Purchase Barriers

- Fear of counterfeit products
 - Long international shipping times
 - Unclear return policies
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5.4 Geographic Demand Patterns

| Region | Demand Characteristics |
|------------------|-----------------------------------|
| Muscat | High retail & professional demand |
| Al Batinah | Farms & stables |
| Dhofar | Seasonal riding & leisure |
| Interior regions | Bulk & scheduled orders |

5.5 Customer Needs & Expectations

- Guaranteed authenticity
 - Clear product descriptions and sizing guides
 - Reliable delivery timelines
 - Competitive pricing for bulk buyers
 - Responsive customer service
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5.6 Customer Personas

Persona 1 – Khalid (Stable Owner, 42) - Manages 25 horses - Orders monthly in bulk - Values reliability and invoicing

Persona 2 – Aisha (Endurance Rider, 28) - Competes nationally - Buys premium performance gear - Expects fast replacements

Persona 3 – Hassan (Hobby Rider, 35) - Owns 1 horse - Shops occasionally - Needs guidance and education

6. Customized Marketing Plan – Digital Strategy, Pricing & Growth Roadmap

6.1 Brand Positioning & Trust Framework

Positioning Statement:

A trusted, specialist online store delivering authentic equestrian supplies with reliable delivery across Oman.

Brand Pillars: - Authentic products only (no counterfeits) - Horse welfare & rider safety first - Professional advice and education - Consistent availability and delivery

Trust Signals: - Clear return & exchange policy - Supplier/brand transparency - Customer reviews & testimonials - Educational content (blogs, guides)

6.2 Targeting Strategy

| Segment | Objective | Core Message |
|-------------------|------------------|----------------------------|
| Individual Owners | Repeat purchases | Reliable care & essentials |
| Riders & Trainers | Premium sales | Performance & safety |
| Stables & Schools | Contract value | Bulk, reliable, invoiced |

| Segment | Objective | Core Message |
|----------------|--------------|------------------------|
| Clubs & Events | Large orders | Professional & on-time |

6.3 Pricing Strategy

Pricing Model: Cost-plus with value-based optimization

- Retail markup: **30% – 45%** depending on category
- B2B bulk discounts: **10% – 25%**
- Contract pricing for institutions

Margin Protection Tactics: - Minimum order thresholds for free delivery - Bundled kits (grooming kits, starter packs) - Tiered pricing for bulk buyers

6.4 Digital Marketing Channels

A. Search & Intent-Based Marketing

- Google Search Ads (product-specific)
- SEO for equestrian keywords in Oman

B. Social Media Marketing

- Instagram & Facebook (primary)
- Short educational videos (care, tack fitting)
- Rider and stable collaborations

C. WhatsApp Business (Critical Channel)

- Order confirmations
 - B2B inquiries
 - Personalized recommendations
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6.5 Content & Community Strategy

- Weekly blog posts (horse care, equipment guides)
 - Product comparison guides
 - Email newsletters for promotions & education
 - Community engagement with riders and stables
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6.6 B2B & Institutional Sales Strategy

- Direct outreach to stables and schools
 - Sample kits for institutional clients
 - Annual supply contracts
 - Dedicated account management
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6.7 Promotional Strategy

Launch Phase (First 3 Months)

- Free delivery for first-time customers
- Launch bundles at discounted rates
- Introductory B2B pricing

Ongoing Promotions

- Loyalty discounts for repeat buyers
 - Seasonal promotions (competition seasons)
 - Referral incentives
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6.8 Marketing Budget Allocation

- Digital ads: **OMR 150 – 300 / month**
 - Content & creatives: **OMR 50 – 150 / month**
 - B2B outreach & samples: **OMR 50 – 100 / month**
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6.9 5-Year Growth Roadmap

| Year | Focus | Outcome |
|--------|---------------------|----------------------|
| Year 1 | Brand & trust | Stable monthly sales |
| Year 2 | B2B expansion | Higher order values |
| Year 3 | Private label | Margin growth |
| Year 4 | Regional sales | GCC reach |
| Year 5 | Platform leadership | Market authority |

7. Conclusion & Implementation Timeline

7.1 Execution Timeline

| Phase | Timeline |
|-----------------------|-----------|
| Business Registration | 1–2 weeks |
| Supplier Finalization | 2–4 weeks |
| Website Development | 3–6 weeks |
| Inventory Setup | 2 weeks |
| Soft Launch | 2 weeks |
| Full Operations | Month 3 |

7.2 Final Assessment

The Online Equestrian Supplies Store represents a **low-overhead, high-trust, scalable e-commerce opportunity** in Oman's niche sports and animal-care market. With disciplined sourcing, strong branding, and a B2B-driven growth strategy, the business can achieve sustainable profitability within the first 18 months and scale regionally over five years.

Core Business Plan Completed

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

Next optional steps: - Investor pitch deck - Bank financing proposal - Private label product roadmap - GCC expansion feasibility - Operational SOPs