

Car Screen Advertising Business Plan – Oman

Living Canvas (to be expanded sequentially)

This document will be developed section by section into a **40-50 page professional business plan**, similar in depth to the Sandwich Food Truck plan.

1. Executive Summary

1.1 Business Overview

Car Screen Advertising is an **out-of-home (OOH) digital advertising business** that uses digital screens installed inside or on vehicles (taxis, ride-hailing cars, delivery vehicles, and private fleets) to display targeted advertisements while the vehicle is in motion.

The business enables brands to reach **highly visible, hyper-local audiences** across Muscat and other key cities in Oman. Advertisements are displayed on LCD or LED screens mounted behind headrests, dashboards (passenger-facing), or exterior vehicle panels, depending on regulatory approvals.

This model combines **mobility, data-driven targeting, and recurring ad revenue**, making it a scalable and high-margin advertising business.

1.2 Business Model

The company partners with: - Taxi operators - Ride-hailing drivers - Corporate & delivery fleets

Revenue is generated by selling advertising slots to: - Local SMEs - Retail brands - Restaurants & cafés - Events & exhibitions - Real estate, telecom, and service providers

Key revenue model: Monthly subscription or campaign-based advertising packages.

1.3 Business Structure

The business will be registered in Oman as: - **SPC (Sole Proprietorship Company)** for solo founders, or - **LLC (Limited Liability Company)** for partnerships and scale

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

1.4 Value Proposition

- High-visibility mobile advertising
 - Geo-targeted campaigns
 - Cost-effective alternative to billboards
 - Real-time content updates
 - Performance tracking & reporting
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1.5 Target Market (Advertisers)

- SMEs & local businesses
 - Shopping malls & retailers
 - Restaurants & food brands
 - Events & exhibitions
 - Property developers
 - App-based services
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1.6 Competitive Advantage

- Lower entry cost vs static billboards
 - Flexible pricing packages
 - City-wide reach with fewer assets
 - Strong appeal for local advertisers
 - Scalable fleet-based model
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1.7 Financial Snapshot (Summary)

- **Estimated startup cost (pilot – 10 cars):** OMR 6,000 – 10,000
 - **Monthly revenue potential:** OMR 2,500 – 5,000
 - **Break-even period:** 8 – 14 months
 - **5-year vision:** 100+ vehicle advertising network across Oman
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2. Project Details – Goals, Advertising Technology, Vehicle Setup & Team Structure

2.1 Project Goals

Short-Term Goals (0–12 Months)

- Register the business in Oman (SPC or LLC) via a Sanad Center
- Launch a **pilot fleet of 10 vehicles** in Muscat

- Sign initial advertising contracts with SMEs and local brands
- Establish relationships with taxi, ride-hailing, and delivery partners
- Achieve operational break-even within the first year

Medium-Term Goals (Years 2–3)

- Expand fleet to **30–50 vehicles** across Muscat and Sohar
- Introduce geo-targeted and time-based ad scheduling
- Build a repeat advertiser base with monthly contracts
- Develop basic analytics and advertiser reporting dashboards

Long-Term Goals (Years 4–5)

- Scale to **100+ vehicles** across multiple Omani cities
- Partner with national brands and government campaigns
- Launch premium ad formats (video, interactive QR-based ads)
- Explore franchising or regional expansion (GCC)

2.2 Advertising Technology & Screen Options

Screen Types

1. In-Car Headrest Screens (Most Common)

2. Mounted behind front seats
3. Passenger-facing
4. Ideal for taxis & ride-hailing vehicles

5. Dashboard / Passenger Screens

6. Mounted on dashboard facing passenger
7. Higher engagement, higher cost

8. Exterior LED Panels (Subject to Regulation)

9. High visibility
10. Requires additional municipal approvals

Hardware Specifications (Indicative)

Component	Specification
Screen Size	10–15 inch LCD
OS	Android-based

Component	Specification
Connectivity	4G / Wi-Fi
Power	Vehicle power + backup
Storage	16–32 GB

Estimated cost per screen: OMR 120 – 250

2.3 Content Management System (CMS)

The CMS allows centralized control of all screens.

Core Features: - Remote content upload - Scheduling by time & location - Campaign duration control - Emergency content override

Options: - Subscription-based CMS platforms - Custom-built lightweight CMS (Phase 2)

Estimated CMS cost: OMR 5 – 10 per screen / month

2.4 Vehicle Partner Model

Partner Categories

1. Taxi Operators

2. Fixed routes & high passenger volume

3. Ride-Hailing Drivers

4. Flexible routes

5. Higher city coverage

6. Delivery Fleets

7. Longer daily driving hours

8. Brand exposure even without passengers

Revenue Sharing Model

- Driver incentive: **OMR 20 – 40 per vehicle / month**
- Performance-based bonuses for uptime & compliance

2.5 Installation & Operations

- Screen installation time: 30–45 minutes per vehicle
 - Non-intrusive mounting (no vehicle damage)
 - Monthly maintenance & inspection cycle
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2.6 Team Structure & Human Resources

Initial Team (Pilot Phase)

1. **Founder / Operations Manager**
 2. Partnerships, compliance, sales
 3. **Sales Executive (1)**
 4. Advertiser acquisition
 5. Contract management
 6. **Technical Support (Part-time / Outsourced)**
 7. Installation & maintenance
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Estimated Monthly Staff Cost

- Sales Executive: OMR 250 – 350
 - Technical support: OMR 100 – 200
 - Total payroll (excluding founder): OMR 350 – 550
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3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

3.1 Strengths

1. **High Visibility & Mobility**
Advertisements move through high-traffic areas, reaching diverse audiences throughout the day.
2. **Lower Entry Cost vs Traditional OOH**
Significantly cheaper to deploy compared to billboards, gantries, and large LED screens.

3. Recurring Revenue Model

Monthly and campaign-based contracts create predictable cash flow.

4. Targeted & Time-Based Advertising

Ability to schedule ads by time of day, area, and audience profile.

5. Scalable Fleet-Based Model

Easy to add vehicles incrementally without heavy infrastructure.

3.2 Weaknesses

1. Dependence on Driver Compliance

Screen uptime depends on drivers keeping devices powered and intact.

2. Initial Advertiser Education Needed

Local SMEs may require explanation of benefits vs traditional ads.

3. Hardware Maintenance

Screens may require periodic replacement due to wear and tear.

4. Limited Historical Data (Early Stage)

Early campaigns may lack strong performance benchmarks.

3.3 Opportunities

1. Growing SME Advertising Demand in Oman

Small businesses seek affordable alternatives to billboards.

2. Government & Public Awareness Campaigns

Health, tourism, and safety campaigns suit mobile advertising.

3. Event-Based Advertising

Festivals, exhibitions, and sports events offer premium pricing.

4. Data & Analytics Upsell

Future monetization through reporting, impressions, and heatmaps.

5. Partnerships with Ride-Hailing & Delivery Apps

Potential large-scale fleet access.

3.4 Threats

1. Regulatory Changes

Future restrictions on in-car or exterior advertising.

2. Competition from Digital & Social Media Ads

Advertisers may prefer measurable online platforms.

3. Copycat Market Entry

Low barriers may attract competitors once concept proves successful.

4. Hardware Theft or Damage

Risk of vandalism or accidental damage.

3.5 Strategic Implications

- Strengths and opportunities support aggressive SME and event targeting.
 - Weaknesses require driver incentives, monitoring, and maintenance SOPs.
 - Threats highlight need for regulatory compliance and early brand leadership.
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4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

All figures are conservative estimates in OMR, based on a 10-vehicle pilot fleet.

4.1 One-Time Startup Costs (Pilot – 10 Vehicles)

A. Business Registration & Legal Setup

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 Approval	50 – 150	Advertising activity
Total Registration Cost	100 – 500	SPC or LLC

B. Hardware & Installation (10 Vehicles)

Item	Unit Cost (OMR)	Qty	Total (OMR)
Android LCD Screens	150 – 250	10	1,500 – 2,500
Mounts & Power Kits	30 – 50	10	300 – 500
SIM Cards & Setup	10 – 15	10	100 – 150
Installation Labor	20 – 30	10	200 – 300
Subtotal – Hardware			2,100 – 3,450

C. Software, Branding & Launch

Item	Estimated Cost (OMR)
CMS Setup / Initial Subscription	200 – 400
Sales Materials & Proposals	100 – 200
Website & Branding	300 – 600
Legal Agreements & Contracts	100 – 200
Contingency Buffer	300 – 600
Subtotal – Other Costs	1,000 – 2,000

♦ Total Estimated Startup Cost (Pilot)

Low range: ~ OMR 6,000

High range: ~ OMR 10,000

4.2 Monthly Operating Expenses

Expense Category	Estimated Monthly Cost (OMR)
Driver Incentives (10 cars)	200 – 400
Sales Executive Salary	250 – 350
CMS Subscription	50 – 100
SIM Data Plans	30 – 50
Maintenance & Replacements	50 – 100

Expense Category	Estimated Monthly Cost (OMR)
Marketing & Sales	100 – 200
Miscellaneous	50 – 100
Total Monthly Expenses	730 – 1,400

4.3 Revenue Assumptions (Pilot Phase)

- Ads per screen: 4–6 advertisers
- Average advertiser fee: **OMR 80 – 150 / month**
- Fleet size: 10 vehicles

4.4 Monthly Revenue Projections

Scenario	Monthly Revenue (OMR)
Conservative	2,400
Expected	3,600
Optimistic	5,000

4.5 Estimated Monthly Profit

Scenario	Revenue	Expenses	Net Profit
Conservative	2,400	1,200	1,200
Expected	3,600	1,100	2,500
Optimistic	5,000	1,400	3,600

4.6 Break-Even Analysis

- Average monthly net profit (expected): **OMR 2,000 – 2,500**
- Startup investment: **OMR 6,000 – 10,000**

 **Estimated break-even period: 4 – 8 months**

4.7 Five-Year Financial Forecast (Summary)

Year	Fleet Size	Revenue (OMR)	Net Profit (OMR)
Year 1	10	40,000 – 50,000	20,000 – 25,000
Year 2	25	90,000 – 110,000	45,000 – 55,000
Year 3	50	160,000 – 190,000	80,000 – 100,000
Year 4	75	230,000 – 270,000	120,000 – 150,000
Year 5	100+	320,000+	180,000 – 220,000

Assumes gradual fleet expansion, stable advertiser demand, and controlled costs.

5. Customer & Advertiser Analysis – Segments, Behavior & Buying Drivers

5.1 Advertiser Market Overview (Oman)

The primary customers of the Car Screen Advertising business are **advertisers**, not end passengers. Oman's SME-heavy economy creates strong demand for **cost-effective, localized advertising channels** that deliver visibility without the high costs of billboards, radio, or TV.

Key market traits: - High concentration of SMEs in retail, food, services, and real estate - Limited advertising budgets - Preference for visible, location-based promotions - Increasing interest in measurable and flexible ad formats

5.2 Advertiser Segmentation

Segment 1: Small & Medium Enterprises (SMEs)

Examples: Restaurants, cafés, salons, gyms, clinics, retail shops

- Budget range: OMR 80 – 200 / month
 - Campaign goal: Immediate footfall & awareness
 - Decision cycle: Fast (1–2 weeks)
 - High repeat potential
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Segment 2: Event & Campaign Advertisers

Examples: Exhibitions, festivals, sales events, product launches

- Budget range: OMR 200 – 600 per campaign
 - Campaign duration: 1–4 weeks
 - High urgency & premium pricing
 - Seasonal demand
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Segment 3: Corporate & Brand Advertisers

Examples: Telecom, banks, property developers, malls

- Budget range: OMR 500 – 2,000+ / month
 - Campaign duration: 1–6 months
 - Decision cycle: Longer, formal approvals
 - Lower churn, higher stability
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5.3 Advertiser Buying Behavior

Key Decision Drivers

- Cost vs visibility
- Geographic reach
- Campaign flexibility
- Brand safety & compliance
- Ease of setup and reporting

Objections & Concerns

- “How many people will see this?”
- “Is this better than social media ads?”
- “Can I target specific areas?”

These are addressed through location logic, sample videos, and performance summaries.

5.4 Pricing Sensitivity Analysis

Advertiser Type	Sensitivity
SMEs	High
Events	Medium
Corporates	Low

Bundled packages and long-term discounts reduce price resistance.

5.5 Passenger (Audience) Profile – Secondary

Although passengers are not direct customers, they influence advertiser value.

- Daily commuters
- Students
- Tourists
- Families

Passengers typically spend **5–20 minutes** inside vehicles, creating repeated ad exposure.

5.6 Advertiser Personas

Persona 1 – Khalid (Restaurant Owner, 35) - Wants nearby customers - Limited budget - Prefers simple monthly plan

Persona 2 – Sara (Event Manager, 29) - Needs quick exposure - Short campaign duration - Willing to pay premium

Persona 3 – Ahmed (Marketing Manager, 42) - Brand-focused - Requires reporting - Seeks reliability

6. Customized Marketing & Sales Strategy – Acquisition, Pricing & Growth

6.1 Go-To-Market Strategy

The marketing and sales approach focuses on **direct sales to advertisers**, supported by strong proof-of-visibility, simple pricing, and fast onboarding.

Primary objectives: - Acquire first 20–30 advertisers quickly - Convert short campaigns into recurring monthly contracts - Build credibility through visible pilot success

6.2 Sales Funnel & Acquisition Channels

A. Direct Sales (Primary Channel)

- Walk-in visits to SMEs (restaurants, salons, gyms)
- On-site demos using sample screens or videos

- Simple 1-page proposal with pricing & locations

Conversion cycle: 3–10 days

B. Partnerships

- Taxi & ride-hailing associations
 - Event organizers & exhibition companies
 - Marketing agencies (white-label option)
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C. Digital Lead Generation

- Website with media kit & contact form
 - WhatsApp Business for fast inquiries
 - LinkedIn outreach for corporate clients
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6.3 Advertising Packages & Inventory Strategy

Core Packages (Pilot Phase)

Package	Screens	Duration	Price (OMR)
Starter	5	1 month	80 – 120
Growth	10	1 month	150 – 250
Premium	20+	1 month	300 – 500

Add-ons: - Event exclusivity - Peak-hour priority - QR code & CTA integration

6.4 Sales Scripts & Value Messaging

Key Talking Points: - “Your ad moves across the city all day.” - “More affordable than billboards.” - “Perfect for local customers near you.” - “Monthly, flexible, cancel anytime.”

6.5 Retention & Upselling Strategy

- Monthly performance summaries
 - Renewal discounts (3–6 month contracts)
 - Bundle offers across more vehicles
 - Priority placement for loyal advertisers
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6.6 Brand Trust & Credibility Building

- Branded screens & professional mounting
 - Clear content guidelines
 - Testimonials & case studies
 - Compliance with municipal rules
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6.7 5-Year Market Domination Strategy

Year	Focus	Outcome
Year 1	Pilot success	Proof of concept
Year 2	Fleet expansion	Market presence
Year 3	Corporate accounts	Revenue stability
Year 4	Data & analytics	Premium pricing
Year 5	Regional scale	Industry leadership

7. Conclusion & Execution Roadmap

7.1 Implementation Timeline

Phase	Duration
Business Registration	1–2 weeks
Hardware Procurement	2–3 weeks
Pilot Installations	1–2 weeks
Advertiser Onboarding	Month 1
Break-even	Month 4–8

7.2 Final Remarks

The Car Screen Advertising business presents a **high-margin, low-capex, and scalable media opportunity** in Oman. With disciplined execution, strong partnerships, and advertiser-focused sales, the business can achieve rapid break-even and grow into a nationwide digital out-of-home advertising network.

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

Next optional steps: - Create an **investor pitch deck** - Build a **media kit & rate card** - Draft **driver & advertiser contracts** - Localize for **Muscat-only or national rollout**