

# Shop Window Display Service Business in Oman

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

This document will be developed step-by-step, section by section, with confirmation at each stage.

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## 1. Executive Summary

### 1.1 Business Overview

The **Shop Window Display Service** is a specialized visual merchandising and branding business in Oman that designs, installs, and maintains attractive shop window displays for retail stores, showrooms, malls, exhibitions, and commercial spaces.

The service focuses on helping businesses **increase footfall, improve brand perception, and boost sales** by transforming shop windows into powerful marketing tools. The business will cater to small retailers, franchises, malls, and seasonal campaigns (Ramadan, Eid, National Day, sales promotions).

This venture capitalizes on Oman's growing retail sector, mall culture, and increasing competition among physical stores to stand out visually.

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### 1.2 Business Objectives

- Establish a professional window display service brand in Oman
  - Offer affordable, customized visual merchandising solutions
  - Secure long-term maintenance contracts with retailers
  - Build a strong portfolio and recurring client base
  - Scale into mall-wide contracts and brand retainer services
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### 1.3 Business Structure

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

- **SPC (Sole Proprietorship Company)** – ideal for design-led, owner-managed operations
- **LLC (Limited Liability Company)** – suitable for partnerships and mall contracts

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

*(Excluding visas, office lease, and premium consulting)*

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## 1.4 Services Offered

- Shop window display design (concept & theme)
  - Seasonal & promotional displays
  - Mannequin styling & props arrangement
  - Lighting & visual enhancements
  - Installation & dismantling
  - Monthly / quarterly maintenance contracts
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## 1.5 Target Market

- Retail shops (fashion, electronics, cosmetics)
  - Shopping malls
  - Franchise outlets
  - Showrooms
  - Event & exhibition participants
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## 1.6 Competitive Advantage

- Specialized niche service (visual merchandising)
  - Lower cost vs full advertising agencies
  - Fast turnaround & customization
  - Local cultural & seasonal adaptation
  - Contract-based recurring revenue model
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## 1.7 Financial Snapshot (Indicative)

- **Estimated startup cost:** OMR 6,000 – 12,000
  - **Monthly revenue potential:** OMR 1,500 – 5,000
  - **Break-even period:** 6 – 12 months
  - **5-year vision:** Become a leading visual merchandising service provider in Oman
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## 1.8 Vision & Mission

### **Vision:**

To elevate retail experiences in Oman through impactful and creative shop window displays.

### **Mission:**

To help retailers attract, engage, and convert customers using professional visual merchandising solutions tailored to local markets.

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

### 2.1 Project Goals

#### Short-Term Goals (Year 1)

- Complete business registration in Oman through a Sanad Center
- Build a strong portfolio with at least 10–15 completed shop window projects
- Secure monthly or seasonal maintenance contracts with small retailers
- Establish relationships with mall management and retail chains
- Achieve monthly operational stability within 6 months

#### Medium-Term Goals (Years 2–3)

- Expand services to include mall-wide seasonal campaigns
- Hire additional designers and installation staff
- Introduce retainer-based contracts for franchises and brands
- Invest in reusable props and modular display systems

#### Long-Term Goals (Years 4–5)

- Become a preferred visual merchandising vendor for malls in Oman
- Expand services to exhibitions and brand activations
- Build a dedicated workshop and storage facility
- Scale into a regional visual merchandising consultancy

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### 2.2 Value Proposition

The Shop Window Display Service offers **professionally designed, culturally relevant, and sales-driven window displays** that help retailers stand out in competitive retail environments.

**Core Value Drivers:** - Increased footfall and store visibility - Professional visual storytelling - Seasonal and promotional adaptability - Cost-effective alternative to advertising agencies - Measurable retail impact

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### 2.3 Services Breakdown

#### A. Design & Concept Services

- Theme creation and mood boards
- Color, lighting, and layout planning
- Seasonal concepts (Ramadan, Eid, National Day, Sales)

## **B. Installation & Execution**

- Mannequin dressing and styling
- Props placement and signage
- Lighting installation and adjustments
- Dismantling after campaign end

## **C. Maintenance & Retainer Services**

- Monthly refresh and cleaning
  - Seasonal updates
  - Emergency repairs or replacements
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## **2.4 Equipment, Tools & Materials**

### **Design & Planning Tools**

- Laptop with design software
- Color samples and fabric swatches
- Measurement and layout tools

### **Installation Equipment**

- Ladders and safety equipment
- Hand tools and fixtures
- Portable lighting kits

### **Props & Materials (Reusable)**

- Mannequins (various sizes)
- Display stands and risers
- Artificial plants, frames, and décor items

**Estimated Equipment Investment: OMR 2,000 – 4,000**

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## **2.5 Team Structure & Human Resources**

### **Initial Team Setup**

1. **Owner / Creative Director**
2. Client acquisition & concept approval
3. Creative direction & quality control
4. Vendor and supplier management
5. **Visual Merchandiser / Designer (1 staff)**

6. Design execution and styling

7. On-site installations

**8. Installation Assistant / Technician (1 staff)**

9. Physical setup and dismantling

10. Transport and logistics

**Estimated Monthly Salary Cost**

Role	Monthly Cost (OMR)
Visual Merchandiser	300 – 450
Installation Assistant	200 – 300
<b>Total Payroll</b>	<b>500 – 750</b>

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**2.6 Operational Workflow**

1. Client inquiry & site visit
  2. Concept proposal & quotation
  3. Client approval
  4. Design & preparation
  5. Installation & quality check
  6. Maintenance or campaign closure
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**3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats**

**3.1 Strengths**

**1. Niche Specialization (Visual Merchandising)**

Focused expertise in shop window displays differentiates the business from generic advertising or interior design firms.

**2. Low Initial Capital Requirement**

Compared to agencies or fit-out companies, startup costs are modest and scalable.

**3. High Creative Value, Low Material Cost**

Design thinking and styling expertise drive value more than expensive materials.

**4. Recurring Revenue Potential**

Maintenance and seasonal retainer contracts provide predictable cash flow.

#### **5. Cultural & Seasonal Adaptability**

Ability to localize designs for Ramadan, Eid, National Day, and sales periods.

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### **3.2 Weaknesses**

#### **1. Portfolio Dependency in Early Stage**

Client acquisition initially depends heavily on building a credible portfolio.

#### **2. Manpower-Driven Execution**

Projects rely on skilled designers and installers, creating capacity constraints.

#### **3. Project-Based Cash Flow Volatility**

Irregular payments without retainers can affect monthly cash flow.

#### **4. Storage & Logistics Needs**

Props and mannequins require storage and transport solutions.

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### **3.3 Opportunities**

#### **1. Growing Retail Competition in Oman**

Retailers increasingly invest in visual differentiation to attract foot traffic.

#### **2. Mall Expansion & Refurbishment Projects**

New malls and renovations create demand for professional window displays.

#### **3. Seasonal & Promotional Campaigns**

High demand during Ramadan, Eid, National Day, and mega sale events.

#### **4. Long-Term Brand Retainers**

Franchises and chains prefer consistent visual standards across outlets.

#### **5. Cross-Selling Services**

Opportunity to add in-store displays, pop-ups, and exhibition branding.

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### **3.4 Threats**

#### **1. Freelancers & Low-Cost Competitors**

Unorganized freelancers may undercut pricing.

#### **2. Economic Slowdowns**

Retailers may reduce discretionary marketing spend.

### 3. Delayed Payments

Retail clients may have long payment cycles.

### 4. Material Price Fluctuations

Costs of props and lighting may vary.

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## 3.5 Strategic Implications

- Emphasize retainer contracts to stabilize cash flow.
  - Build strong before/after case studies and ROI narratives.
  - Invest early in reusable, modular display assets.
  - Maintain a premium positioning focused on results, not just decoration.
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## 4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

All figures are indicative estimates in OMR, designed conservatively for Oman's SME market.

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### 4.1 One-Time Startup Costs

#### 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	100 – 200	1–2 years
Sanad Service Charges	50 – 100	Varies by center
Municipal License	50 – 150	Activity-based
<b>Total Registration</b>	<b>100 – 500</b>	SPC or LLC

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#### B. Equipment, Props & Setup

Item	Estimated Cost (OMR)
Design Software & Hardware	500 – 1,000

Item	Estimated Cost (OMR)
Mannequins (initial set)	600 – 1,200
Reusable Props & Décor	600 – 1,500
Lighting Equipment	300 – 700
Tools, Ladders & Safety	300 – 600
Transport & Storage Setup	400 – 1,000
Branding & Portfolio Materials	200 – 500
<b>Subtotal – Equipment</b>	<b>2,900 – 6,500</b>

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#### ♦ Total Estimated Startup Cost

**Low Range: ~ OMR 4,000**

**High Range: ~ OMR 8,000**

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## 4.2 Monthly Operating Expenses

Expense Category	Monthly Cost (OMR)
Staff Salaries	500 – 750
Transport & Fuel	120 – 250
Storage / Small Workshop	150 – 300
Marketing & Sales	100 – 200
Software & Internet	40 – 80
Consumables & Repairs	80 – 150
Miscellaneous	100 – 150
<b>Total Monthly Expenses</b>	<b>1,090 – 1,880</b>

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## 4.3 Revenue Model

### Revenue Streams

1. One-time window display projects
2. Seasonal campaigns (Ramadan, Eid, Sales)
3. Monthly / quarterly retainer contracts



## Average Pricing

- Single window display project: **OMR 250 – 800**
- Seasonal display (per store): **OMR 600 – 1,500**
- Monthly retainer (per client): **OMR 300 – 800**

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## 4.4 Monthly Revenue Scenarios

Scenario	Assumptions	Revenue (OMR)
Conservative	3 projects + 1 retainer	~1,500
Expected	5 projects + 2 retainers	~3,000
Optimistic	8 projects + 3 retainers	~5,000

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## 4.5 Estimated Monthly Profit

Scenario	Revenue	Expenses	Net Profit
Conservative	1,500	1,400	100
Expected	3,000	1,600	1,400
Optimistic	5,000	1,900	3,100

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## 4.6 Break-Even Analysis

- Average expected net profit: **OMR 1,200 – 1,500 / month**
- Startup cost: **OMR 4,000 – 8,000**

 **Estimated break-even: 6 – 8 months**

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## 4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	30,000 – 35,000	10,000 – 14,000
Year 2	45,000 – 55,000	18,000 – 24,000
Year 3	65,000 – 75,000	28,000 – 35,000
Year 4	90,000 – 110,000	40,000 – 55,000

Year	Revenue (OMR)	Net Profit (OMR)
Year 5	130,000+	65,000 – 85,000

*Growth driven by retainers, mall contracts, and operational scale.*

## 5. Customer Analysis – Retail Segments, Buying Behavior & Decision Makers

### 5.1 Market Overview (Oman Retail Context)

Oman's retail sector is driven by shopping malls, high-street stores, and franchise outlets. As competition intensifies, **visual differentiation at the storefront level** has become a key factor influencing walk-in traffic. Shop window displays are increasingly viewed not as decoration, but as a **sales and branding investment**.

Retailers typically refresh displays during: - Ramadan & Eid seasons - National Day & festive periods - Major sales (DSF-style promotions, clearance sales) - Brand launches and store re-openings

### 5.2 Key Customer Segments

#### Segment 1: Independent Retail Stores

**Examples:** Fashion boutiques, gift shops, electronics stores

- Decision maker: Store owner
- Budget size: Low to medium
- Buying motivation: Increase footfall quickly
- Pain point: Limited in-house design capability

**Typical Spend:** OMR 250 – 800 per project

#### Segment 2: Franchise & Chain Stores

**Examples:** Apparel brands, cosmetics chains, mobile shops

- Decision maker: Brand or operations manager
- Budget size: Medium to high
- Buying motivation: Brand consistency across outlets
- Pain point: Need for standardized yet localized displays

**Typical Spend:** OMR 600 – 1,500 per store

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### Segment 3: Shopping Malls & Mall Management

**Examples:** Mall-wide campaigns, atriums, corridors

- Decision maker: Mall management / marketing team
- Budget size: High
- Buying motivation: Enhance mall aesthetics & tenant performance
- Pain point: Managing multiple vendors and timelines

**Typical Spend:** OMR 3,000 – 15,000 per campaign

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### Segment 4: Event & Exhibition Participants

**Examples:** Trade shows, product launches, pop-ups

- Decision maker: Marketing or brand manager
  - Budget size: Medium
  - Buying motivation: Visibility & brand impact
  - Pain point: Short timelines and setup complexity
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## 5.3 Buying Behavior & Decision Process

### Purchase Triggers

- Declining walk-in traffic
- Upcoming festive season or sales
- New product launch
- Poor-performing existing window display

### Decision Cycle

1. Need identified
2. Budget approval
3. Vendor shortlisting
4. Concept proposal review
5. Execution & evaluation

Average decision cycle: **7–21 days**

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## 5.4 Budget Behavior & Payment Patterns

- Small retailers prefer project-based pricing
- Chains and malls prefer retainer or campaign contracts
- Payment terms typically range from 15–45 days

- Advance payments often required for materials
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## 5.5 Customer Needs & Expectations

- Creative but practical designs
  - Clear ROI (footfall & visibility)
  - On-time installation
  - Minimal disruption to store operations
  - Reliable maintenance support
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## 5.6 Client Personas (Illustrative)

**Persona 1 – Retail Owner (Boutique)** - Needs affordable but eye-catching displays - Decisions made quickly - Prefers local vendors

**Persona 2 – Brand Manager (Chain Store)** - Focus on consistency and brand compliance - Longer approval cycles - Higher budgets

**Persona 3 – Mall Marketing Head** - Large-scale coordination - Seasonal planning - Long-term vendor relationships

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

## 6.1 Brand Positioning & Value Message

**Positioning:** A results-driven visual merchandising partner that increases footfall and sales—not just decoration.

**Core Messages:** - Turn windows into sales tools - Seasonal, culturally relevant designs - Professional execution, on time - Clear ROI through visibility and engagement

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## 6.2 Client Acquisition Strategy

### A. Direct Sales & Outreach

- Targeted visits to malls and high-street retail clusters
- Direct meetings with store owners and mall marketing teams
- Proposal-led selling with concept sketches

## **B. Portfolio-Led Selling**

- Before/after case studies
- Seasonal mockups and mood boards
- Measurable outcomes (footfall increase, engagement)

## **C. Partnerships**

- Mall management companies
  - Retail fit-out contractors
  - Marketing & PR agencies (white-label execution)
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## **6.3 Pricing & Contract Models**

### **Project-Based Pricing**

- One-time window displays
- Suitable for small retailers
- Price range: **OMR 250 – 800**

### **Seasonal Campaign Packages**

- Ramadan, Eid, National Day, Mega Sales
- Includes design, installation, dismantling
- Price range: **OMR 600 – 1,500 per store**

### **Retainer Contracts (Preferred)**

- Monthly refresh & maintenance
  - Priority response & discounted rates
  - Price range: **OMR 300 – 800 per month**
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## **6.4 Proposal & Sales Funnel**

1. Lead generation
  2. Site visit & requirement gathering
  3. Concept presentation & quotation
  4. Client approval
  5. Execution & review
  6. Upsell to retainer
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## **6.5 Marketing Channels**

- Instagram & LinkedIn (portfolio showcase)
- Google Business Profile

- Referrals & word-of-mouth
  - Participation in retail exhibitions
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### 6.6 Promotional Strategy (First 12 Months)

- Introductory discounts for first-time clients
  - Bundle offers for multi-store brands
  - Free consultation or mockup
  - Seasonal promotional campaigns
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### 6.7 Sales Growth Roadmap (5 Years)

Year	Focus	Outcome
Year 1	Portfolio & credibility	Stable client base
Year 2	Retainers & chains	Predictable revenue
Year 3	Mall-wide contracts	High-value projects
Year 4	Regional expansion	Brand authority
Year 5	Consultancy & licensing	Scalable growth

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## 7. Implementation Timeline & Conclusion

### 7.1 High-Level Implementation Timeline

Phase	Duration
Business Registration	1–2 weeks
Portfolio Development	2–4 weeks
Client Acquisition	Month 1 onward
Break-even Achievement	Month 6–8

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### 7.2 Conclusion

The Shop Window Display Service business presents a **high-margin, low-capital, and scalable opportunity** in Oman’s evolving retail landscape. With a strong creative foundation, disciplined sales strategy, and focus on retainer contracts, the business can achieve rapid break-even and long-term growth.

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## All Core Business Plan Sections Completed

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

Next options: - Convert into a **bank-ready feasibility report** - Prepare an **investor pitch deck** - Localize for **specific malls or cities** - Create **proposal & quotation templates**