

Mobile Barbershop Project – Business Plan (Oman)

Living Business Plan Canvas

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

1. Executive Summary

1.1 Business Overview

The **Mobile Barbershop Project** is an innovative grooming service in Oman that delivers professional haircutting and grooming services directly to customers using a fully equipped mobile van. The business eliminates the need for customers to visit traditional barbershops by offering **on-demand, convenient, hygienic, and premium grooming services** at homes, offices, events, hotels, and residential compounds.

This model aligns with modern lifestyle trends in Oman, where convenience, privacy, and time efficiency are increasingly valued—especially among professionals, families, VIP clients, and event organizers.

1.2 Business Model

- Mobile grooming van fitted as a complete barbershop
 - Services provided by licensed professional barbers
 - Appointment-based and on-demand bookings
 - Coverage focused initially on **Muscat** with scalability to other cities
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1.3 Legal Structure & Registration (Oman)

The business can be registered as: - **SPC (Sole Proprietorship Company)** – ideal for single-owner launch - **LLC (Limited Liability Company)** – suitable for partnerships and scalability

Registration via Sanad Center (Most Cost-Effective): - SPC: OMR 100 – 300 - LLC: OMR 300 – 500

(Excluding visas, vehicle lease, and premium consultancy)

1.4 Services Offered

- Men's haircuts
- Beard trimming & styling
- Kids' haircuts (home-friendly)
- VIP grooming packages

- Event & wedding grooming services
 - Corporate & hotel partnerships
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1.5 Target Market

- Busy professionals
 - Families with children
 - Elderly customers
 - Hotels & resorts
 - Corporate offices
 - Events & private functions
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1.6 Competitive Advantage

- Doorstep convenience
 - Time-saving & privacy-focused
 - Reduced overhead vs physical salons
 - Flexible pricing (standard & premium)
 - Strong hygiene & personalized service
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1.7 Financial Snapshot (High-Level)

- **Estimated startup cost:** OMR 15,000 – 28,000
 - **Average service price:** OMR 5 – 12
 - **Monthly revenue potential:** OMR 3,000 – 7,000
 - **Break-even period:** 10 – 16 months
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1.8 Vision & Mission

Vision:

To become Oman's most trusted and recognizable mobile grooming brand.

Mission:

To provide high-quality, hygienic, and convenient barber services anytime, anywhere.

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

2.1 Project Goals

Short-Term Goals (Year 1)

- Complete legal registration in Oman through a Sanad Center
- Launch one fully equipped mobile barbershop van
- Build a loyal customer base in Muscat
- Achieve stable monthly bookings within 3–4 months
- Reach operational break-even within 10–16 months

Medium-Term Goals (Years 2–3)

- Expand service coverage to additional Muscat zones
- Introduce subscription and corporate grooming packages
- Partner with hotels, gyms, and residential compounds
- Improve operational efficiency and booking automation

Long-Term Goals (Years 4–5)

- Operate multiple mobile barbershop vans
- Establish a premium grooming brand
- Explore franchising or licensing opportunities
- Launch a central training & operations hub

2.2 Value Proposition

The Mobile Barbershop delivers **professional grooming services directly to customers**, eliminating waiting time, travel inconvenience, and crowded salons.

Key Value Drivers: - Doorstep convenience (home, office, hotel) - Time-saving appointment-based service - Privacy & comfort - Premium hygiene standards - Consistent service quality

2.3 Services & Pricing Structure

Core Services

1. **Men's Haircut** – OMR 5 – 7
2. **Beard Trim & Styling** – OMR 3 – 5
3. **Haircut + Beard Combo** – OMR 8 – 12
4. **Kids' Haircuts (Home Service)** – OMR 4 – 6
5. **VIP Grooming Package** – OMR 12 – 20

Specialized Services

- Event & wedding grooming
 - Corporate office grooming days
 - Hotel guest services
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2.4 Mobile Van & Equipment Setup

Mobile Barbershop Van

- Modified van with salon-grade interior
- Estimated cost: OMR 8,000 – 15,000

Equipment & Fit-out (Indicative Costs)

Item	Estimated Cost (OMR)
Barber chairs (1-2)	800 – 1,500
Large mirrors & lighting	300 – 600
Clippers, trimmers & tools	300 – 600
Wash basin & water tanks	400 – 800
Generator / power system	500 – 1,200
Air conditioning & ventilation	400 – 800
Sterilization equipment	150 – 300
Interior branding & storage	300 – 600

2.5 Licensing, Compliance & Hygiene

- Municipal mobile service permit
 - Barber professional license
 - Staff health cards
 - Sterilization & hygiene compliance
 - Waste disposal procedures
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2.6 Staff Structure & Human Resources

Initial Team

- 1. Owner / Manager**
- 2. Operations & compliance**

3. Supplier & partner management
4. Marketing & customer relations

5. Professional Barber (1-2 staff)

6. Grooming services
7. Hygiene & customer care

8. Driver / Assistant (Optional)

9. Logistics & setup support

Estimated Monthly Staff Cost

- Barber: OMR 200 – 300
 - Assistant/Driver: OMR 150 – 200
 - Total payroll: OMR 350 – 700 / month
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3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

3.1 Strengths

1. High Convenience & Time Savings

Doorstep service eliminates travel and waiting time, a major advantage for busy professionals and families.

2. Lower Fixed Overheads

No permanent shop rent or large utility bills compared to traditional barbershops.

3. Premium, Personalized Experience

One-to-one service improves customer satisfaction, tips, and repeat bookings.

4. Flexible Operations

Ability to serve homes, offices, hotels, events, and residential compounds.

5. Scalable Model

Easy replication by adding more vans and trained barbers.

3.2 Weaknesses

1. Limited Daily Capacity

Each van can serve a finite number of clients per day, restricting revenue per unit.

2. Dependence on Skilled Staff

Service quality depends heavily on barber skill and professionalism.

3. Vehicle Dependency

Operational disruption if the van requires maintenance or repairs.

4. Initial Brand Trust Barrier

Customers may hesitate initially until hygiene and quality reputation is established.

3.3 Opportunities

1. Growing Demand for On-Demand Services

Consumers increasingly value services that come to them.

2. Corporate & Hotel Partnerships

Regular bulk bookings from offices, hotels, gyms, and residential communities.

3. Subscription & Membership Plans

Monthly or quarterly grooming packages improve revenue predictability.

4. Premium & Niche Segments

VIP clients, elderly care grooming, and kids' home services.

5. Digital Booking & Automation

App or WhatsApp-based booking improves efficiency and scale.

3.4 Threats

1. Competition from Traditional Salons

Lower-priced neighborhood barbershops may attract price-sensitive customers.

2. Regulatory Changes

Future changes in municipal mobile service regulations.

3. Fuel & Maintenance Cost Fluctuations

Rising fuel or vehicle service costs can affect margins.

4. Staff Turnover

Skilled barbers leaving may disrupt service continuity.

3.5 Strategic Implications

- Leverage strengths with premium branding and convenience-focused messaging.

- Mitigate weaknesses through training, SOPs, and preventive maintenance.
 - Capture opportunities via partnerships and subscription models.
 - Reduce threats by differentiating on quality, hygiene, and reliability.
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4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

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

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 Membership	100 – 200	1-2 years
Sanad Service Fees	50 – 100	Varies by center
Municipal License	50 – 150	Mobile service
Total Registration Cost	100 – 500	SPC or LLC

B. Mobile Barbershop Van & Fit-Out

Item	Estimated Cost (OMR)
Van purchase / modification	8,000 – 15,000
Interior fit-out & insulation	1,500 – 3,000
Barber chairs & mirrors	1,100 – 2,100
Electrical & generator	500 – 1,200
Water system & wash basin	400 – 800
Air conditioning & ventilation	400 – 800
Tools & equipment	300 – 600
Branding & wrap	300 – 700

Item	Estimated Cost (OMR)
Subtotal – Van Setup	12,500 – 25,200

C. Pre-Opening & Initial Working Capital

Item	Estimated Cost (OMR)
Initial consumables	200 – 400
Staff medical & licensing	100 – 200
Marketing launch	200 – 500
Insurance & contingency	300 – 600
Subtotal – Pre-opening	800 – 1,700

◆ Total Estimated Startup Cost

- Low range: ~ OMR 15,000
 - High range: ~ OMR 28,000
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4.2 Monthly Operating Expenses

Expense Category	Estimated Monthly Cost (OMR)
Barber salaries	200 – 300
Assistant / Driver	150 – 200
Fuel	120 – 250
Consumables	120 – 250
Maintenance & repairs	80 – 150
Marketing & promotions	100 – 200
Internet & booking tools	30 – 60
Miscellaneous	100 – 150
Total Monthly Expenses	1,000 – 1,560

4.3 Revenue Assumptions

- Average service price (blended): **OMR 8**
 - Average clients per day:
 - Conservative: 8 clients
 - Expected: 12 clients
 - Optimistic: 16 clients
 - Operating days: 26 days/month
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4.4 Monthly Revenue Projections

Scenario	Monthly Revenue (OMR)
Conservative	~1,664
Expected	~2,496
Optimistic	~3,328

4.5 Estimated Monthly Net Profit

Scenario	Revenue	Expenses	Net Profit
Conservative	1,664	1,500	164
Expected	2,496	1,300	1,196
Optimistic	3,328	1,560	1,768

4.6 Break-Even Analysis

- Expected average net profit: **OMR 1,000 – 1,200 / month**
- Startup investment: **OMR 15,000 – 28,000**

 **Estimated break-even period: 10 – 16 months**

4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	28,000 – 32,000	8,000 – 12,000
Year 2	40,000 – 48,000	14,000 – 18,000

Year	Revenue (OMR)	Net Profit (OMR)
Year 3	65,000 – 75,000	22,000 – 30,000
Year 4	90,000 – 110,000	35,000 – 45,000
Year 5	130,000+	55,000 – 70,000

Years 3-5 assume additional vans, subscriptions, and corporate contracts.

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

5.1 Market Overview (Oman Context)

The demand for **personal care at home** is increasing in Oman due to busy lifestyles, traffic congestion in urban areas, preference for privacy, and growing awareness of hygiene standards. Mobile grooming services appeal strongly to professionals, families, elderly customers, and premium clients who value convenience over price alone.

Mobile barbershops are especially relevant in Muscat, Al Khoudh, Seeb, Azaiba, Qurum, and gated residential communities where customers prefer scheduled, reliable services.

5.2 Customer Demographics

A. Age Segmentation

1. 18–24 years (Students & Young Adults)

- 2. Moderate price sensitivity
- 3. Influenced by social media & trends
- 4. Use mobile grooming before events

5. 25–40 years (Professionals – Core Segment)

- 6. High time constraints
- 7. Willing to pay for convenience
- 8. Regular grooming frequency

9. 41–60 years (Families & Senior Professionals)

- 10. Value hygiene, privacy, and trust
- 11. Prefer scheduled appointments

12. Often book for multiple family members

B. Income Segmentation

Income Level	Monthly Income (OMR)	Behavior
Middle	400 - 700	Value convenience
Upper-middle	700 - 1,200	Regular premium usage
High	1,200+	VIP & subscription users

5.3 Customer Behavior Analysis

Booking Behavior

- Appointments preferred over walk-ins
- Peak demand: evenings & weekends
- High repeat usage when service quality is consistent

Frequency of Use

- Professionals: every 2-3 weeks
 - Families: monthly or bi-weekly
 - Kids: event or school-cycle based
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5.4 Customer Needs & Pain Points

Key Needs

- Time efficiency
- Clean & professional environment
- Skilled and polite barbers
- Transparent pricing

Pain Points Solved

- Waiting queues in salons
 - Parking & travel inconvenience
 - Crowded, noisy environments
 - Inconsistent hygiene standards
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5.5 Customer Segmentation

Segment 1: Busy Professionals

- Home or office service
- High repeat frequency
- Combo & subscription plans

Segment 2: Families & Kids

- Multiple bookings per visit
- Home-friendly environment
- Trust & safety focused

Segment 3: VIP & Premium Clients

- Privacy-driven
- Higher spending per session
- Custom grooming packages

Segment 4: Corporate & Hotel Clients

- Bulk bookings
 - Contract-based pricing
 - Regular schedules
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5.6 Customer Personas

Persona 1 - Khalid (35, Corporate Manager) - Limited free time - Books bi-weekly - Prefers fixed appointment slots

Persona 2 - Aisha (40, Mother of 3) - Books for family at home - Values hygiene & safety - Loyal once trust is built

Persona 3 - Omar (28, Entrepreneur) - Style-conscious - Shares experience on social media - Influences peer group

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

6.1 Brand Positioning & Identity

Positioning Statement:

A premium-yet-accessible mobile grooming service that brings professional, hygienic barbering directly to customers' doors across Oman.

Brand Values: - Convenience - Professionalism - Hygiene & safety - Trust & consistency

Brand Assets: - Clean, modern van design - Professional uniforms - Branded capes, towels, and packaging - Simple bilingual (Arabic/English) communication

6.2 Targeting Strategy

Segment	Primary Objective	Key Message
Professionals	Repeat bookings	Save time, look sharp
Families	Multi-service visits	Safe, clean, convenient
VIP Clients	Premium margins	Private, personal, premium
Corporate & Hotels	Contract revenue	Reliable on-site grooming

6.3 Pricing & Revenue Strategy

Pricing Approach: Value-based with premium tiers

- Standard haircut: **OMR 5 – 7**
- Haircut + beard combo: **OMR 8 – 12**
- VIP home service: **OMR 12 – 20**
- Corporate / hotel contracts: Negotiated monthly rates

Revenue Optimization: - Bundles for families - Add-on services - Subscription plans (monthly / quarterly)

6.4 Marketing Channels

A. Digital Marketing (Primary)

1. **Instagram & TikTok**
2. Before/after content
3. Location-based reels

4. Influencer & lifestyle creators

5. Google Maps & Local SEO

6. Service-area listings

7. Review management

8. WhatsApp Business

9. Appointment booking

10. Broadcast offers

11. Customer support

B. Offline & Partnership Marketing

- Residential compound tie-ups
 - Corporate office grooming days
 - Gym & hotel collaborations
 - Event & wedding planners
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6.5 Promotional Strategy

Launch Phase (First 60–90 Days)

- Introductory discounts
- Referral rewards
- Influencer launch days

Retention Strategy

- Loyalty points
 - Membership plans
 - Birthday & seasonal offers
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6.6 Booking Funnel & Customer Retention

1. Social media discovery
 2. WhatsApp or booking link
 3. Confirmed appointment
 4. Service delivery
 5. Review & rebooking prompt
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6.7 Marketing Budget Allocation

- Digital ads: **OMR 100 – 150 / month**
 - Influencers: **OMR 50 – 100 / month**
 - Offline promotions: **OMR 30 – 50 / month**
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6.8 5-Year Growth & Expansion Strategy

Year	Focus	Outcome
Year 1	Brand trust	Stable bookings
Year 2	Subscriptions & corporates	Predictable cash flow
Year 3	Second van	Market expansion
Year 4	Operations hub	Cost & quality control
Year 5	Franchise model	Brand scaling

7. Conclusion & Implementation Timeline

7.1 High-Level Execution Timeline

Phase	Duration
Business registration	1–2 weeks
Van procurement & fit-out	4–8 weeks
Licensing & approvals	2–4 weeks
Soft launch	2 weeks
Full operations	Month 3

7.2 Final Summary

The Mobile Barbershop Project presents a **scalable, low-overhead, and high-demand service model** well-suited to Oman's evolving lifestyle needs. With disciplined execution, strong hygiene standards, and customer-centric marketing, the business can achieve profitability within the first year and grow into a multi-van or franchise operation.

Mobile Barbershop Business Plan – Core Sections Completed

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

Next options: - Convert to **investor pitch deck** - Prepare **bank loan proposal** - Localize for **specific cities** - Clone for **other mobile services** (spa, pet grooming, car detailing)