

# Acrobatic Arts Academy - Business Plan (Oman)

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

This document will be built step by step, similar in depth and structure to the Sandwich Food Truck plan.

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## 1. Executive Summary

### 1.1 Business Overview

The **Acrobatic Arts Academy** is a specialized training institution focused on providing professional instruction in **acrobatics, gymnastics-based movement, flexibility, tumbling, and performance arts** for children, teenagers, and young adults in Oman.

The academy will operate as a **studio-based education and training center**, offering structured programs aligned with international acrobatic arts standards while being culturally appropriate and accessible to the Omani market.

The concept addresses a growing demand in Oman for:

- Structured extracurricular activities for children
- Professional movement and fitness education
- Performance arts pathways beyond traditional sports
- Skill-based confidence and discipline training

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### 1.2 Vision & Mission

#### Vision:

To become Oman's leading acrobatic arts and movement education academy, nurturing confident, disciplined, and skilled performers.

#### Mission:

To deliver safe, structured, and inspiring acrobatic arts education through certified instructors, progressive training programs, and a supportive learning environment.

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### 1.3 Business Objectives

- Establish a fully licensed acrobatic arts academy in Oman
  - Offer age-segmented, level-based training programs
  - Achieve strong enrollment within the first year
  - Build a trusted brand among parents and schools
  - Expand into competitions, performances, and certifications
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## **1.4 Legal Structure**

The academy will be registered in Oman as either: - **SPC (Sole Proprietorship Company)** – suitable for founder-led academies - **LLC (Limited Liability Company)** – suitable for partnerships or future expansion

Registration will be completed through a **Sanad Center**.

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

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## **1.5 Services Offered (Summary)**

- Acrobatic Arts Foundation Classes (Kids)
  - Tumbling & Flexibility Training
  - Performance & Stage Movement
  - Private Coaching Sessions
  - School & Nursery Programs
  - Workshops, camps, and showcases
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## **1.6 Target Market**

- Children aged 4–14
  - Teenagers aged 15–18
  - Parents seeking structured extracurricular activities
  - International & private schools
  - Nurseries and activity centers
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## **1.7 Financial Snapshot (High-Level)**

- **Estimated startup cost:** OMR 20,000 – 40,000
  - **Monthly revenue potential:** OMR 3,000 – 8,000
  - **Break-even period:** 12 – 20 months
  - **5-year outlook:** Multi-branch academy or franchising
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## **2. Project Details – Goals, Programs, Curriculum, Facilities & Staff Structure**

### **2.1 Project Goals**

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

- Secure appropriate studio space and complete licensing approvals
- Recruit certified or experienced acrobatic arts instructors
- Launch foundation and beginner programs for children
- Achieve stable monthly enrollment within 6 months
- Build strong trust with parents through safety, communication, and results

#### **Medium-Term Goals (Years 2–3)**

- Expand program levels (intermediate and advanced)
- Introduce holiday camps, workshops, and showcases
- Partner with schools and nurseries for in-school programs
- Develop internal instructor training standards

#### **Long-Term Goals (Years 4–5)**

- Open a second branch or larger facility
- Introduce certification-based programs
- Host regional showcases or competitions
- Develop a franchise or licensing model

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### **2.2 Value Proposition**

The Acrobatic Arts Academy offers **structured, safe, and progressive movement education** that combines physical fitness, discipline, creativity, and confidence-building.

**Core Value Drivers:** - Age-appropriate, level-based curriculum - Strong emphasis on safety and injury prevention - Qualified instructors with performance and teaching experience - Clear progression pathways for students - Supportive and confidence-building learning environment

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### **2.3 Programs & Curriculum Structure**

#### **A. Age-Based Programs**

1. **Early Movers (Ages 4–6)**
2. Basic coordination and balance
3. Fun movement and flexibility
4. Introduction to tumbling

### **5. Junior Acrobats (Ages 7-10)**

6. Foundational acrobatic skills
7. Strength and flexibility development
8. Partner and group exercises

### **9. Youth & Teens (Ages 11-18)**

10. Intermediate to advanced tumbling
  11. Performance routines
  12. Strength, conditioning, and control
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## **B. Skill-Based Levels**

- Foundation Level
- Beginner Level
- Intermediate Level
- Advanced / Performance Level

Progression is based on skill assessment rather than age alone.

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## **2.4 Class Formats & Pricing Logic (Indicative)**

- Group classes (8-12 students)
- Small group training (4-6 students)
- Private coaching sessions

**Indicative Monthly Fees:** - Group classes: OMR 35 – 60 - Small group: OMR 70 – 100 - Private sessions: OMR 12 – 20 per session

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## **2.5 Facility & Space Requirements**

### **Studio Requirements**

- Area: 120 – 250 sqm
- High ceiling clearance
- Shock-absorbent flooring / mats
- Proper ventilation and lighting
- Reception and waiting area for parents

### **Safety & Compliance**

- Padded floors and walls
- First-aid station

- CCTV (common areas)
  - Clear emergency exits
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## 2.6 Equipment Requirements

Equipment	Estimated Cost (OMR)
Floor mats & crash mats	3,000 – 6,000
Balance blocks & training aids	500 – 1,000
Mirrors & wall padding	800 – 1,500
Storage units	300 – 600
Sound system	200 – 400
<b>Total Equipment</b>	<b>4,800 – 9,500</b>

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## 2.7 Staff Structure & Human Resources

### Initial Team

- 1. Academy Director / Owner**
  2. Overall management and compliance
  3. Parent communication and partnerships
  - 4. Lead Instructor (1-2)**
  5. Curriculum delivery
  6. Student assessments
  - 7. Assistant Instructor**
  8. Class support and safety supervision
  - 9. Admin / Reception Staff**
  10. Enrollments and scheduling
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### Estimated Monthly Salaries

- Lead Instructor: OMR 400 – 700
- Assistant Instructor: OMR 250 – 400

- Admin Staff: OMR 200 – 300
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## 3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

### 3.1 Strengths

#### 1. Specialized Niche Offering

Acrobatic arts is a focused discipline with limited direct competition in Oman, allowing the academy to position itself as a specialist rather than a general sports center.

#### 2. High Parent Trust Potential

Structured curriculum, visible safety measures, and clear progression build strong trust with parents —key decision-makers in enrollments.

#### 3. Recurring Revenue Model

Monthly fee-based classes provide predictable and stable cash flow compared to one-time activity businesses.

#### 4. Skill Progression & Retention

Level-based advancement encourages long-term student retention over multiple years.

#### 5. Scalability

Programs can be replicated across branches, schools, and camps with standardized training frameworks.

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### 3.2 Weaknesses

#### 1. High Initial Setup Cost

Studio fit-out, safety mats, and equipment require significant upfront investment.

#### 2. Instructor Dependency

Quality and reputation are closely tied to instructor skill and consistency.

#### 3. Limited Capacity per Class

Safety requirements cap class sizes, limiting short-term revenue scaling.

#### 4. Brand-Building Time

Trust-based education businesses take time to establish strong enrollment numbers.

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### **3.3 Opportunities**

#### **1. Rising Demand for Structured Extracurricular Activities**

Parents increasingly seek skill-based, disciplined programs beyond academics.

#### **2. School & Nursery Partnerships**

In-school programs and after-school clubs provide bulk enrollments and brand visibility.

#### **3. Performance, Shows & Competitions**

Showcases and events create additional revenue streams and marketing exposure.

#### **4. Camps & Holiday Programs**

Seasonal camps significantly increase revenue during school holidays.

#### **5. Certification & Instructor Training**

Long-term potential to offer recognized certifications and instructor development.

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### **3.4 Threats**

#### **1. Competition from Dance & Gymnastics Centers**

Parents may compare pricing with more established dance or gymnastics academies.

#### **2. Safety & Injury Risks**

Any injury incident can impact reputation if not professionally managed.

#### **3. Regulatory Compliance**

Changes in licensing or safety requirements may increase costs.

#### **4. Economic Sensitivity**

Extracurricular activities may be reduced during economic downturns.

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### **3.5 Strategic Implications**

- Strengths and opportunities support a premium, trust-driven positioning.
  - Weaknesses require strong instructor training, SOPs, and insurance coverage.
  - Threats highlight the importance of safety protocols, communication, and differentiation.
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## 4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

**All figures are estimates in OMR and intentionally conservative.**

Actual performance will depend on enrollment, pricing, rent, and instructor utilization.

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### 4.1 One-Time Startup Costs (Initial Investment)

#### A. Business Registration & Licensing

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 License	100 – 300	Education activity
<b>Total Registration</b>	<b>300 – 700</b>	SPC or LLC

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#### B. Studio Fit-out & Equipment

Item	Estimated Cost (OMR)
Lease Deposit & Advance Rent	3,000 – 6,000
Flooring, Mats & Padding	3,000 – 6,000
Mirrors, Storage, Reception	1,500 – 3,000
Sound, Lighting & Safety	500 – 1,200
Furniture & Office Setup	500 – 1,000
<b>Subtotal – Fit-out</b>	<b>8,500 – 17,200</b>

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#### C. Pre-Opening & Launch Costs

Item	Estimated Cost (OMR)
Initial Marketing & Branding	500 – 1,200
Insurance (Public Liability)	300 – 700

Item	Estimated Cost (OMR)
Staff Recruitment & Training	300 – 600
Contingency Reserve	1,000 – 2,000
<b>Subtotal – Pre-opening</b>	<b>2,100 – 4,500</b>

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#### ◆ Total Estimated Startup Cost

**Low range:** ~ OMR 12,000

**High range:** ~ OMR 22,000

### 4.2 Monthly Operating Expenses

Expense Category	Estimated Monthly Cost (OMR)
Studio Rent	700 – 1,200
Instructor Salaries	650 – 1,100
Admin Staff	200 – 300
Utilities & Internet	120 – 200
Marketing & Promotions	150 – 300
Insurance & Compliance	50 – 100
Maintenance & Cleaning	80 – 150
Miscellaneous	100 – 200
<b>Total Monthly Expenses</b>	<b>2,050 – 3,550</b>

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### 4.3 Revenue Assumptions

- Average monthly fee per student: **OMR 45**
- Average active students (Year 1):
- Conservative: 60 students
- Expected: 100 students
- Optimistic: 150 students

#### 4.4 Monthly Revenue Projections

Scenario	Monthly Revenue (OMR)
Conservative	~2,700
Expected	~4,500
Optimistic	~6,750

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#### 4.5 Estimated Monthly Profit / Loss

Scenario	Revenue	Expenses	Net Result
Conservative	2,700	3,000	-300
Expected	4,500	2,800	1,700
Optimistic	6,750	3,300	3,450

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#### 4.6 Break-Even Analysis

- Average monthly net profit (expected): **OMR 1,500 – 1,800**
- Startup cost: **OMR 12,000 – 22,000**

⌚ **Estimated break-even period: 10 – 15 months**

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#### 4.7 Five-Year Financial Forecast (Summary)

Year	Avg Students	Revenue (OMR)	Net Profit (OMR)
Year 1	90 – 110	50,000 – 55,000	10,000 – 15,000
Year 2	120 – 150	65,000 – 75,000	18,000 – 25,000
Year 3	160 – 200	85,000 – 100,000	28,000 – 40,000
Year 4	220 – 260	115,000 – 130,000	45,000 – 60,000
Year 5	300+	160,000+	70,000 – 95,000

*Years 3–5 assume camps, showcases, higher pricing tiers, and possible second location.*

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## 5. Customer & Parent Analysis – Decision Makers, Trust Factors & Segmentation

### 5.1 Decision-Maker Overview

In the Acrobatic Arts Academy business model, **parents and guardians are the primary decision-makers**, while children are the end users. Enrollment decisions are driven by trust, safety, perceived developmental value, and long-term benefits rather than short-term entertainment alone.

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### 5.2 Parent Demographics (Oman Context)

#### A. Age & Family Profile

- Parents aged **28-50 years**
  - Middle to upper-middle income households
  - Typically dual-income families
  - High concentration in Muscat, Al Khoudh, Azaiba, Seeb, Qurum, and Mawaleh
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#### B. Income Segmentation

Segment	Monthly Household Income (OMR)	Willingness to Pay
Mid-income	700 – 1,200	Value-focused
Upper-mid	1,200 – 2,000	Quality-focused
High-income	2,000+	Premium & outcomes

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### 5.3 Parent Decision-Making Psychology

Parents evaluate academies based on: - **Safety standards & supervision** - Instructor qualifications & behavior - Clear structure and progression - Child confidence and discipline improvement - Transparent communication and professionalism

**Key Emotional Drivers:** - Desire to invest in child's future - Social proof (recommendations, reviews) - Visible improvement and achievements

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### 5.4 Enrollment Triggers

- Child interest in movement, dance, or gymnastics
- Recommendation from schools or other parents
- Free trial classes or open days

- Social media visibility and events
  - Positive word-of-mouth
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## 5.5 Enrollment Barriers & Objections

Objection	Mitigation Strategy
Safety concerns	Clear safety SOPs, instructor-to-student ratios
Pricing	Tiered plans, sibling discounts
Time commitment	Flexible schedules
Long-term value	Progress reports & showcases

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## 5.6 Student Segmentation

### Segment 1: Recreational Learners

- Goal: Fitness, confidence, fun
- Frequency: 1-2 classes/week

### Segment 2: Skill Builders

- Goal: Technique and progression
- Frequency: 2-3 classes/week

### Segment 3: Performance-Oriented Students

- Goal: Shows, competitions, certifications
  - Frequency: Advanced training
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## 5.7 Retention Factors (Why Parents Stay)

- Visible skill progression
  - Child enjoyment and confidence growth
  - Safe, clean, and organized environment
  - Professional communication
  - Recognition through performances and certificates
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## **6. Marketing & Enrollment Strategy - Branding, Channels & Growth**

### **6.1 Brand Positioning for Parents**

#### **Positioning Statement:**

A safe, structured, and inspiring acrobatic arts academy that helps children build confidence, discipline, and physical literacy through professional instruction.

**Core Brand Pillars:** - Safety-first training environment - Qualified and caring instructors - Clear progression and outcomes - Professional communication with parents - Inclusive, confidence-building culture

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### **6.2 Enrollment Funnel (How Families Join)**

1. **Awareness** – Social media, school partnerships, word-of-mouth
  2. **Interest** – Trial classes, open days, demos
  3. **Evaluation** – Parent meetings, facility tours, FAQs
  4. **Enrollment** – Simple plans, transparent pricing
  5. **Retention** – Progress reports, showcases, feedback loops
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### **6.3 Digital Marketing Channels (Primary)**

#### **A. Instagram & Short-Form Video**

- Class snippets (with parental consent)
- Instructor introductions
- Student progress highlights
- Stories announcing schedules and events

#### **B. Google Maps & Reviews**

- Accurate location and timings
- Parent reviews and ratings
- Regular photo updates

#### **C. WhatsApp Business**

- Class schedules & reminders
  - Trial bookings and follow-ups
  - Parent communication groups (broadcast only)
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### **6.4 School & Nursery Partnerships**

- After-school programs
- In-school workshops

- Holiday camps hosted at schools
- Referral incentives for schools

**Benefits:** - Bulk enrollments - Trusted endorsement - Lower acquisition cost

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## 6.5 Offline & Community Marketing

- Open house days
- Free demo sessions
- Participation in community events
- Flyers and banners near schools

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## 6.6 Promotional Strategy

### Launch Phase (First 90 Days)

- Free trial classes
- Founding member discounts
- Sibling discounts
- Referral rewards for parents

### Ongoing Promotions

- Loyalty pricing for long-term students
- Holiday camps and workshops
- Performance showcases (ticketed or invite-only)

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## 6.7 Enrollment Pricing Strategy

- Monthly subscriptions (primary)
- Term-based packages (discounted)
- Camp and workshop pricing (premium)
- Private coaching (high margin)

**Key Principle:** Predictable recurring revenue with upsell opportunities.

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## 6.8 Marketing Budget Allocation

- Digital ads & content: **OMR 120 – 200 / month**
- Events & open days: **OMR 50 – 100 / month**
- School partnerships & materials: **OMR 30 – 60 / month**

## 6.9 5-Year Growth & Expansion Roadmap

Year	Focus	Outcome
Year 1	Enrollment & trust	Stable base
Year 2	School programs	Volume growth
Year 3	Camps & showcases	Higher margins
Year 4	Second branch	Market expansion
Year 5	Franchise / licensing	Brand scale

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## 7. Conclusion & Implementation Timeline

### 7.1 High-Level Execution Timeline

Phase	Duration
Registration & Licensing	2-3 weeks
Studio Setup & Fit-out	4-6 weeks
Staff Hiring & Training	2-3 weeks
Soft Launch	2 weeks
Full Operations	Month 3

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### 7.2 Final Remarks

The Acrobatic Arts Academy represents a **sustainable, trust-based education business** with strong long-term demand in Oman. With disciplined execution, a safety-first culture, and parent-focused communication, the academy can reach profitability within the first year and scale into a multi-branch or franchise-ready brand.

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#### Core Business Plan Completed

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

Optional next steps: - Licensing & safety compliance appendix - SOPs for classes and instructor conduct - Franchise-ready documentation - Investor pitch deck or bank proposal