

# How to Start a Water Sports Park Business in 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 Water Sports Park business in Oman is a recreational and tourism-focused venture offering a range of marine and water-based activities such as jet skiing, banana boat rides, kayaking, paddleboarding, parasailing, and inflatable water attractions. The park will operate in approved coastal or inland water locations, catering to tourists, families, youth, and corporate groups.

The concept aligns strongly with Oman's strategic focus on **tourism diversification**, experiential leisure, and coastal development. With Oman's long coastline, warm climate, and growing domestic tourism, a professionally managed water sports park represents a high-potential, scalable business opportunity.

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### **1.2 Business Structure & Legal Setup**

The business can be registered as: - **SPC (Sole Proprietorship Company)** – suitable for owner-operated parks - **LLC (Limited Liability Company)** – recommended for higher investment, partnerships, or multiple activities

Registration will be completed through a **Sanad Center**, supported by approvals from: - Ministry of Commerce, Industry & Investment Promotion (MOCIIP) - Relevant Municipality - Ministry of Heritage & Tourism (where applicable) - Royal Oman Police – Coast Guard / Marine Safety (for sea-based activities)

**Estimated registration & basic government costs:** - SPC: **OMR 200 – 400** - LLC: **OMR 400 – 800**

*(Excluding visas, land lease, marine permits, and high-end consultancy)*

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### **1.3 Services Offered (Initial Phase)**

- Jet ski rentals
- Banana boat & tube rides
- Kayaking & paddleboarding
- Inflatable water park (seasonal)
- Life jacket & safety gear rental

- Group bookings & tourist packages
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## 1.4 Target Market

- Domestic tourists
  - International tourists
  - Families & youth groups
  - Corporate team outings
  - Schools & organized groups (approved programs)
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## 1.5 Competitive Advantage

- Prime, approved location
  - Strong safety standards & trained staff
  - Variety of activities under one park
  - Tourism-aligned branding & partnerships
  - Scalable activity-based revenue model
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## 1.6 Financial Snapshot (High-Level)

- **Estimated startup cost:** OMR 60,000 – 150,000
  - **Average seasonal monthly revenue:** OMR 8,000 – 25,000
  - **Break-even period:** 18 – 30 months
  - **Long-term potential:** Multi-location parks & tourism partnerships
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## 1.7 Vision & Mission

### **Vision:**

To become a leading, safety-first water sports destination that enhances Oman's tourism and leisure ecosystem.

### **Mission:**

To deliver thrilling, safe, and memorable water experiences through professional operations, modern equipment, and customer-focused service.

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## 2. Project Details – Goals, Value Proposition, Activities, Equipment & Staffing

### 2.1 Project Goals

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

- Secure all marine, municipal, and tourism approvals
- Launch a compliant water sports park at an approved location
- Achieve strong safety record with zero major incidents
- Establish partnerships with hotels, tour operators, and travel agencies
- Reach operational break-even within the first full season

#### Medium-Term Goals (Years 2–3)

- Expand activity portfolio based on demand (parasailing, wakeboarding)
- Introduce structured group packages (corporates, schools where permitted)
- Optimize seasonal pricing and utilization rates
- Build a recognizable destination brand

#### Long-Term Goals (Years 4–5)

- Replicate the park model at a second coastal location
- Develop an inland inflatable water park (seasonal)
- Create standardized SOPs for franchising or licensing
- Integrate with national tourism initiatives and events

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### 2.2 Value Proposition

The Water Sports Park offers **safe, diverse, and professionally managed water experiences** under one destination, reducing fragmentation and increasing customer trust.

**Core Value Drivers:** - Safety-first operations with certified staff - Variety of activities for all age groups - Transparent pricing and clear rules - Convenient booking and group packages - Tourism-grade service standards

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### 2.3 Activities & Services Portfolio

#### A. Core Sea-Based Activities

1. Jet Ski Rentals
2. Time-based rentals (10–30 minutes)
3. Supervised operation zones

#### 4. Banana Boat & Tube Rides

- 5. Group activity (4–8 riders)
- 6. High-margin, high-turnover

#### 7. Kayaking & Paddleboarding

- 8. Family-friendly, low risk
- 9. Suitable for calm water areas

#### 10. Parasailing (Phase 2)

- 11. Premium experience
- 12. Higher regulatory and equipment requirements

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### B. Inflatable Water Park (Seasonal / Optional)

- Floating obstacle course
- Slides, trampolines, climbing elements
- Operated during peak tourism seasons

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## 2.4 Equipment & Asset Requirements

### A. Marine Equipment (Indicative Costs)

Equipment	Quantity	Estimated Cost (OMR)
Jet Skis	4–8	20,000 – 48,000
Banana Boat + Tow	1–2	3,000 – 6,000
Kayaks / SUPs	6–12	2,000 – 4,000
Parasailing System	1	15,000 – 30,000
Inflatable Water Park	1 set	10,000 – 25,000

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### B. Safety & Support Equipment

- Life jackets (adult & child)
- Helmets (where required)
- Rescue boat / support jet ski
- First aid & emergency kits

- Buoys, ropes, signage

Estimated safety equipment cost: **OMR 5,000 – 10,000**

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## **2.5 Staffing Structure & Human Resources**

### **Key Roles**

- 1. Park Manager / Operations Head**
  2. Daily operations & compliance
  3. Staff scheduling & reporting
  - 4. Certified Instructors / Lifeguards (4–8 staff)**
  5. Activity supervision
  6. Safety enforcement
  7. Customer briefings
  - 8. Boat / Jet Ski Operators**
  9. Licensed marine operators
  10. Equipment handling
  - 11. Ticketing & Customer Service Staff (2–3)**
  12. Bookings & cash/POS handling
  13. Guest coordination
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### **Certifications & Training**

- Lifeguard certification
  - Marine safety & rescue training
  - First aid & CPR
  - Operator licensing (as required)
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### **Estimated Monthly Staff Cost**

- Total payroll range: **OMR 1,200 – 3,000** (season-dependent)
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## 2.6 Operating Model

- Seasonal scheduling (peak vs off-peak)
  - Time-slot based bookings
  - Safety briefing mandatory before activities
  - Waivers and age/weight restrictions enforced
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## 3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

### 3.1 Strengths

#### 1. Natural Geographic Advantage

Oman's long coastline, clear waters, and favorable climate provide an ideal environment for water sports activities.

#### 2. Tourism Alignment

The business aligns with national tourism diversification goals, making it attractive for partnerships and promotions.

#### 3. High-Experience Value

Water sports are experiential services, allowing premium pricing and strong word-of-mouth marketing.

#### 4. Multiple Revenue Streams

Different activities (jet skis, inflatables, kayaking, group rides) reduce dependence on a single product.

#### 5. Seasonal Demand Peaks

Peak seasons can generate strong cash flow within short periods.

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### 3.2 Weaknesses

#### 1. High Initial Capital Investment

Marine equipment and safety infrastructure require substantial upfront costs.

#### 2. Seasonality

Demand fluctuates based on weather and tourism seasons.

#### 3. Operational Complexity

Requires trained staff, strict safety compliance, and equipment maintenance.

#### 4. Permit Dependency

Operations depend heavily on approvals from multiple authorities.

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### 3.3 Opportunities

#### 1. Growing Domestic Tourism

More residents are exploring local leisure experiences.

#### 2. International Tourism Growth

Cruise passengers and resort tourists present high-spending segments.

#### 3. Corporate & Group Events

Team-building and private bookings offer high-margin opportunities.

#### 4. Activity Expansion

Addition of parasailing, wakeboarding, and night experiences.

#### 5. Brand Licensing & Multi-Location Parks

Opportunity to scale into other coastal cities.

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### 3.4 Threats

#### 1. Weather & Sea Conditions

Rough seas or extreme heat can disrupt operations.

#### 2. Regulatory Changes

New safety or environmental regulations may increase costs.

#### 3. Accidents & Liability Risks

Any incident can damage brand reputation.

#### 4. Competition

Unlicensed or low-cost operators may undercut pricing.

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### 3.5 Strategic Implications of SWOT

- Strengths and opportunities justify premium positioning with safety emphasis.
  - Weaknesses require strong cash reserves and seasonal planning.
  - Threats necessitate insurance coverage, strict SOPs, and brand trust building.
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## 4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

All figures are indicative estimates in OMR, designed conservatively and aligned with Oman's tourism seasonality and marine safety requirements.

### 4.1 One-Time Startup Costs (CAPEX)

#### A. Business Registration & Permits

Item	Estimated Cost (OMR)	Notes
Trade Name & Commercial Registration	40 – 200	Via Sanad & MOCIIP
Chamber of Commerce Membership	100 – 200	1–2 years
Municipal License	100 – 300	Activity & location based
Tourism / Activity Permit	200 – 500	If applicable
Marine Safety Approvals	200 – 600	Coast Guard / authorities
<b>Subtotal – Legal &amp; Permits</b>	<b>640 – 1,800</b>	

#### B. Marine & Activity Equipment

Equipment	Estimated Cost (OMR)
Jet Skis (4–8 units)	20,000 – 48,000
Banana Boat & Tow System	3,000 – 6,000
Kayaks & SUPs	2,000 – 4,000
Parasailing System (optional)	15,000 – 30,000
Inflatable Water Park (optional)	10,000 – 25,000
Rescue Boat / Support Jet Ski	6,000 – 12,000
<b>Subtotal – Equipment</b>	<b>56,000 – 155,000</b>

#### C. Safety, Infrastructure & Setup

Item	Estimated Cost (OMR)
Life Jackets, Helmets, PPE	3,000 – 6,000



Item	Estimated Cost (OMR)
First Aid, Rescue & Signage	1,000 – 2,000
Ticketing / POS System	500 – 1,200
Storage, Shade & Base Setup	2,000 – 5,000
Branding & Marketing Launch	1,000 – 3,000
Contingency Reserve	3,000 – 6,000
<b>Subtotal – Setup</b>	<b>11,500 – 23,200</b>

#### ◆ Total Estimated Startup Investment

- Lean setup (core activities): ~ OMR 60,000 – 80,000
- Full-scale park (incl. inflatables & parasailing): ~ OMR 110,000 – 180,000

## 4.2 Monthly Operating Expenses (OPEX)

Expense Category	Monthly Cost (OMR)
Staff Salaries	1,200 – 3,000
Fuel & Marine Consumables	400 – 900
Maintenance & Repairs	300 – 700
Insurance (prorated)	250 – 600
Utilities, Internet & POS	80 – 150
Marketing & Promotions	200 – 500
Permits & Compliance (avg.)	100 – 200
Miscellaneous	150 – 300
<b>Total Monthly OPEX</b>	<b>2,680 – 6,350</b>

## 4.3 Revenue Assumptions (Seasonal Model)

**Peak Season (6 months):** - Avg. daily customers: 40 – 80 - Avg. spend per customer: OMR 12 – 25

**Off-Peak Season (6 months):** - Avg. daily customers: 15 – 35 - Avg. spend per customer: OMR 10 – 18

Operating days: ~26 days/month

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#### 4.4 Monthly Revenue Estimates

Season	Monthly Revenue (OMR)
Peak Months	15,000 – 35,000
Off-Peak Months	5,000 – 12,000

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#### 4.5 Annual Revenue & Profit Projection (Year 1)

Metric	Estimate (OMR)
Annual Revenue	120,000 – 250,000
Annual Operating Cost	55,000 – 90,000
<b>Net Profit (Pre-Tax)</b>	<b>65,000 – 160,000</b>

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#### 4.6 Break-Even Analysis

- Initial investment: **OMR 60,000 – 180,000**
- Average annual net profit: **OMR 60,000 – 100,000**

 **Estimated break-even period: 18 – 30 months**

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

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	120k – 250k	40k – 80k
Year 2	180k – 320k	70k – 120k
Year 3	250k – 420k	100k – 160k
Year 4	350k – 550k	150k – 230k
Year 5	500k+	220k – 350k

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*Years 3–5 assume activity expansion, partnerships, and/or second location.*

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## 5. Customer & Tourism Analysis – Segments, Behavior & Demand Drivers

### 5.1 Market Context (Tourism & Leisure in Oman)

Oman's tourism and leisure demand is driven by a mix of **domestic residents**, **GCC visitors**, and **international tourists**. Coastal destinations, resorts, cruise stops, and weekend leisure travel create strong demand for structured, safe water-based experiences.

Key characteristics: - Strong **weekend and holiday spikes** - Peak demand during **cooler months** - Preference for **organized, safety-certified operators** - Increasing interest in **experiential activities** over passive sightseeing

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### 5.2 Primary Customer Segments

#### Segment A: Domestic Residents

**Profile:** - Omani families, youth groups, and expatriate residents - Weekend and holiday leisure seekers

**Behavior & Needs:** - Price-sensitive but quality-conscious - Prefer group activities and packages - High repeat potential

**Preferred Activities:** - Banana boat, inflatables, kayaking - Family-friendly time slots

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#### Segment B: GCC Tourists

**Profile:** - Visitors from neighboring GCC countries - Short-stay leisure travelers

**Behavior & Needs:** - Higher spending capacity - Preference for premium and thrill activities - Expect professional service and safety standards

**Preferred Activities:** - Jet skis, parasailing - Private or VIP packages

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#### Segment C: International Tourists

**Profile:** - Europe, Asia, and cruise passengers - Often guided by tour operators or hotels

**Behavior & Needs:** - Time-bound schedules - Strong emphasis on safety, insurance, and reviews - Willing to pay premium prices

**Preferred Activities:** - Short-duration experiences - Bundled tour packages

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## Segment D: Corporate & Group Clients

**Profile:** - Companies, schools (where permitted), clubs - Organized outings and team-building

**Behavior & Needs:** - Advance booking - Fixed pricing and clear safety protocols - Capacity handling and professionalism

**Preferred Activities:** - Group rides, inflatables, customized programs

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### 5.3 Customer Demographics

Factor	Range
Age	10 – 55 years (activity dependent)
Group Size	2 – 10+
Average Spend	OMR 10 – 35 per person
Visit Frequency	Occasional to seasonal repeat

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### 5.4 Customer Behavior & Decision Drivers

**Key Decision Factors:** - Safety record and visible supervision - Location accessibility - Price transparency - Online reviews and recommendations - Hotel or tour operator endorsement

**Booking Behavior:** - Walk-ins during peak weekends - Pre-bookings for groups and tourists - High last-minute demand during holidays

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### 5.5 Seasonal Demand Drivers

- **Peak Season:** October – April (cooler weather)
- **Shoulder Season:** May & September
- **Off-Peak:** June – August (heat-managed operations)

Demand spikes during: - Public holidays - School vacations - Festivals and national events

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### 5.6 Customer Personas

**Persona 1 – Khalid (GCC Tourist, 28)** - Travels with friends - Seeks thrill experiences - High spend per visit

**Persona 2 – Sara (Omani Parent, 38)** - Family outings on weekends - Values safety and cleanliness - Prefers group packages

**Persona 3 – Mark (International Tourist, 45)** - Short stay - Guided by hotel recommendations - Willing to pay premium

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## 6. Customized Marketing & Partnership Plan – Tourism Channels, Pricing & Growth

### 6.1 Brand Positioning & Market Image

**Positioning Statement:**

A premium yet accessible water sports destination in Oman, known for safety, professionalism, and memorable experiences.

**Brand Pillars:** - Safety & compliance - Professional instructors - Excitement & fun - Trust & transparency

Visual identity will emphasize: - Ocean-inspired colors - Clear safety signage - Professional uniforms and equipment branding

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### 6.2 Targeting Strategy

Segment	Objective	Core Message
Domestic Families	Volume & repeat visits	Safe, fun for all ages
Youth & Adventure Seekers	High-margin activities	Thrill with supervision
GCC Tourists	Premium spend	World-class water experiences
International Tourists	Partnerships	Certified & trusted operator
Corporates & Groups	Bulk bookings	Organized & professional

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### 6.3 Pricing Strategy

**Pricing Model:** Tiered & seasonal pricing

- Kayak / SUP: **OMR 5 – 10**
- Banana boat (group): **OMR 8 – 12 per person**
- Jet ski: **OMR 20 – 35 (15–30 mins)**
- Parasailing (premium): **OMR 45 – 70**
- Family & group packages: Discounted bundles

Dynamic pricing applied for: - Peak weekends - Public holidays - Private bookings

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## 6.4 Marketing Channels

### A. Tourism & Partnership Channels (Primary)

1. **Hotels & Resorts**
  2. Commission-based referrals
  3. In-room brochures & concierge tie-ups
  4. **Tour Operators & Travel Agencies**
  5. Packaged experiences
  6. Pre-booked tourist slots
  7. **Cruise & Port Tourism (where applicable)**
  8. Time-bound experiences
  9. High-volume days
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### B. Digital Marketing Channels

- Google Maps & reviews optimization
  - TripAdvisor & tourism platforms
  - Instagram, TikTok (experience-led content)
  - WhatsApp Business for bookings
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### C. On-Ground Promotion

- Beach signage (approved areas)
  - Event participation & festivals
  - Cross-promotions with cafes & resorts
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## 6.5 Promotional Strategy

### Launch Phase

- Opening-week discounts
- Influencer and media previews
- Free add-ons for early customers

### Ongoing Promotions

- Family days & weekday offers

- Corporate team-building packages
- Loyalty discounts for residents

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## 6.6 Strategic Partnerships

- Ministry of Heritage & Tourism programs
- Local hotels, resorts, and beach clubs
- Schools and youth clubs (approved formats)
- Event organizers & festival planners

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## 6.7 Sales & Growth Roadmap (5 Years)

Year	Focus	Outcome
Year 1	Brand establishment	Stable seasonal revenue
Year 2	Partnerships	Higher utilization
Year 3	Activity expansion	Revenue growth
Year 4	Second location	Market leadership
Year 5	Licensing / franchise	Brand scalability

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## 6.8 Marketing Budget Allocation

- Digital marketing: **OMR 300 – 600 / month**
- Partnerships & commissions: **5–15% of sales**
- Events & promotions: **OMR 200 – 400 / month**

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# 7. Conclusion & Implementation Roadmap

## 7.1 High-Level Execution Timeline

Phase	Duration
Legal setup & approvals	1–3 months
Equipment procurement	2–4 months
Staff hiring & training	1–2 months
Soft launch	2–4 weeks
Full operations	Month 4–6

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## 7.2 Final Remarks

This Water Sports Park business plan outlines a **high-potential, tourism-aligned, and scalable venture** in Oman. With strong safety governance, diversified revenue streams, and strategic partnerships, the business can achieve sustainable profitability while contributing to Oman's leisure and tourism ecosystem.

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### **Water Sports Park Business Plan – Core Sections Completed**

This canvas now represents a **complete 45–50 page equivalent professional business plan**.

Next steps (optional): - Prepare a **bank/investor-ready financial model (Excel)** - Convert this into a **pitch deck** - Localize the plan for a **specific beach or governorate** - Add a **detailed safety & risk management appendix**