

How to Start a Trampoline Park Business in Oman

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

This document will be expanded step by step after confirmation, exactly like a professional feasibility & investment plan.

1. Executive Summary

1.1 Business Concept Overview

The Trampoline Park business in Oman is a **family-oriented indoor entertainment and fitness venture** designed to provide safe, high-energy recreational experiences for children, teenagers, young adults, and families. The facility will feature interconnected trampolines, foam pits, dodgeball zones, kids play areas, and party rooms, operating year-round in a climate-controlled indoor environment.

This business directly addresses Oman's **limited indoor entertainment options**, extreme summer climate, and rising demand for **family-friendly leisure activities**. The trampoline park will function as both a recreational destination and a fitness-focused entertainment center.

1.2 Business Objectives

- Establish a premium, safe, and professionally managed trampoline park
 - Become a preferred destination for birthdays, school trips, and group events
 - Achieve operational break-even within 18-24 months
 - Build a scalable entertainment brand with potential multi-branch expansion
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1.3 Target Market

- Children (4-12 years)
 - Teenagers (13-18 years)
 - Young adults (19-35 years)
 - Families
 - Schools, nurseries, and corporate groups
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1.4 Core Services & Revenue Streams

- Hourly trampoline access tickets
- Birthday parties & private events
- School & group bookings
- Fitness jump sessions

- Café & merchandise sales
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1.5 Legal Structure & Registration in Oman

The business can be registered as: - **SPC (Sole Proprietorship Company)** – suitable for single-owner setups
- **LLC (Limited Liability Company)** – recommended for investors or partners

Estimated basic registration & government costs: - SPC: **OMR 100 – 300** - LLC: **OMR 300 – 500**

(Excluding visas, large commercial leasing, and consultancy fees)

1.6 Competitive Advantage

- Indoor, all-season operation
 - High repeat-visit potential
 - Strong appeal to families & schools
 - Limited direct competition in many Omani cities
 - Multiple revenue streams beyond entry tickets
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1.7 Financial Snapshot (High-Level)

- **Estimated startup investment:** OMR 180,000 – 350,000
 - **Average ticket price:** OMR 5 – 8 per hour
 - **Monthly revenue potential:** OMR 20,000 – 45,000
 - **Break-even period:** 18 – 24 months
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1.8 Vision & Mission

Vision:

To become one of Oman's leading indoor family entertainment brands.

Mission:

To deliver safe, exciting, and memorable trampoline experiences that promote active lifestyles and family bonding.

2. Project Details – Goals, Facility Design, Attractions, Equipment & Staffing

2.1 Project Goals & Milestones

Short-Term Goals (Year 1)

- Secure a suitable indoor facility in a high-visibility commercial area
- Complete trampoline park design, equipment procurement, and installation
- Obtain all municipality, civil defense, and safety approvals
- Launch operations with trained staff and clear SOPs
- Reach monthly operational stability within 6–9 months

Medium-Term Goals (Years 2–3)

- Increase weekday utilization through school partnerships
- Optimize party bookings and group packages
- Introduce structured fitness and training programs
- Improve cost efficiency and customer retention

Long-Term Goals (Years 4–5)

- Expand to a second location in another major city
- Develop a recognizable national entertainment brand
- Explore franchising or joint venture opportunities

2.2 Facility Size & Layout Planning

Recommended Facility Size

Park Size	Area (sqm)	Suitable For
Small	800 – 1,200	Entry-level park
Medium	1,500 – 2,500	Standard commercial park
Large	3,000+	Flagship destination

Preferred size: 1,800 – 2,200 sqm for balanced ROI

Core Layout Zones

- Reception & ticketing area
- Main trampoline arena
- Foam pit & airbag zones
- Dodgeball / performance courts

- Kids zone (soft play & mini trampolines)
- Party rooms (2–4 rooms)
- Café & seating area
- Lockers, restrooms & staff rooms

2.3 Attractions & Activity Zones

1. **Open Jump Arena** – interconnected trampolines
2. **Foam Pit & Airbag** – safe landing zones
3. **Dodgeball Court** – group games
4. **Performance Trampolines** – advanced users
5. **Kids Zone** – age 4–7 supervised play
6. **Party & Event Rooms** – birthdays & private events

These zones allow age segmentation, safety control, and diversified revenue.

2.4 Equipment & Safety Standards

Trampoline & Park Equipment

Item	Estimated Cost (OMR)
Trampoline Systems & Frames	80,000 – 150,000
Padding, Nets & Wall Protection	20,000 – 40,000
Foam Pits & Airbags	15,000 – 30,000
Kids Zone Equipment	10,000 – 25,000
Lockers & Seating	5,000 – 10,000
Safety Signage & Sensors	3,000 – 6,000

Safety & Compliance Requirements

- Civil Defense approval (fire & evacuation)
 - Municipality & health clearance
 - Equipment compliance with international safety standards (ASTM / EN)
 - Daily inspection & maintenance logs
 - Waiver & liability documentation
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2.5 Staffing Structure & Human Resources

Initial Staffing Model

Role	Quantity	Monthly Salary (OMR)
Park Manager	1	700 – 1,000
Floor Supervisors	2	350 – 500
Jump Marshals	6 – 10	180 – 250
Reception / Cashiers	2 – 3	200 – 300
Party Hosts	2	180 – 250
Café Staff	2 – 3	180 – 250
Maintenance / Cleaner	1 – 2	150 – 200

Estimated monthly payroll: OMR 4,500 – 7,500

2.6 Operating Model & Capacity

- Average session duration: 60 minutes
 - Capacity per session: 60 – 120 jumpers (depending on size)
 - Operating days: 30 days/month
 - Peak utilization: weekends & school holidays
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3. SWOT Analysis – Market Position, Risks & Opportunities

3.1 Strengths

1. Indoor, All-Season Business Model

Operates year-round regardless of extreme summer heat or weather conditions, giving stable revenue compared to outdoor attractions.

2. Strong Family & Group Appeal

Suitable for children, teenagers, families, schools, and corporate groups, creating diversified demand.

3. High Repeat Visit Potential

Memberships, birthday parties, and school programs encourage repeat usage.

4. Multiple Revenue Streams

Income from entry tickets, parties, group bookings, café sales, and merchandise reduces reliance on a single source.

5. Limited Direct Competition (City-Specific)

In many Omani cities, trampoline parks are still underpenetrated compared to malls and cinemas.

3.2 Weaknesses

1. High Initial Capital Investment

Significant upfront costs for equipment, fit-out, and safety systems.

2. Operational Complexity

Requires trained staff, strict safety procedures, and constant supervision.

3. Space & Rent Dependency

Large indoor spaces are required, making rental cost a major expense.

4. Peak-Time Dependency

Higher revenues are concentrated on weekends, holidays, and school vacations.

3.3 Opportunities

1. Growing Demand for Family Entertainment

Limited indoor leisure options increase demand for structured play venues.

2. School & Institutional Partnerships

Regular weekday bookings from schools, nurseries, and training centers.

3. Corporate Team-Building & Events

Companies seek indoor venues for employee engagement.

4. Membership & Fitness Programs

Monthly passes and fitness jump sessions can stabilize cash flow.

5. Expansion & Franchising Potential

The concept can scale to multiple locations under one brand.

3.4 Threats

1. Regulatory & Safety Scrutiny

Strict enforcement by Civil Defense and municipalities.

2. Economic Slowdowns

Entertainment spending is discretionary and sensitive to economic cycles.

3. Competition from Malls & Play Zones

Alternative entertainment options compete for family spending.

4. Injury & Liability Risks

Operational incidents can affect brand reputation if not managed properly.

3.5 Strategic Implications

- Strong safety systems and staff training are critical risk mitigators.
- Weekday utilization must be driven by schools and memberships.
- Differentiation through service quality and facility design is essential.

4. Financial Projections – Investment, Operating Costs & 5-Year Forecast

All figures are indicative estimates in OMR and intentionally conservative.

Actual performance will vary based on location, size, utilization, and management quality.

4.1 Capital Expenditure (Initial Investment)

A. Business Registration & Pre-Opening

Item	Estimated Cost (OMR)	Notes
Trade Name & Commercial Registration	100 – 300	SPC / LLC via Sanad
Chamber of Commerce Membership	100 – 200	1–2 years
Legal, Insurance & Documentation	1,500 – 3,000	Liability & public insurance
Design & Engineering Drawings	3,000 – 6,000	Mandatory approvals
Subtotal – Registration & Pre-opening	4,700 – 9,500	

B. Facility Fit-Out & Infrastructure

Item	Estimated Cost (OMR)
Interior Construction & Flooring	30,000 – 60,000
Fire Safety & Civil Defense Systems	8,000 – 15,000
Lighting, HVAC Modifications	10,000 – 20,000
Restrooms, Lockers & Offices	10,000 – 20,000
Electrical & IT Infrastructure	6,000 – 12,000
Subtotal – Fit-out	64,000 – 127,000

C. Trampoline & Attraction Equipment

Item	Estimated Cost (OMR)
Trampoline Systems & Frames	80,000 – 150,000
Padding, Nets & Wall Protection	20,000 – 40,000
Foam Pits, Airbags & Accessories	15,000 – 30,000
Kids Zone Equipment	10,000 – 25,000
Lockers, Seating & Furniture	5,000 – 10,000
POS & Ticketing System	3,000 – 6,000
Subtotal – Equipment	133,000 – 261,000

◆ Total Estimated Project Investment

- Lower range: ~ OMR 180,000
- Upper range: ~ OMR 350,000

4.2 Monthly Operating Expenses (OPEX)

Expense Category	Estimated Monthly Cost (OMR)
Facility Rent	3,000 – 6,000
Staff Salaries	4,500 – 7,500
Utilities (Electricity & Water)	1,200 – 2,000

Expense Category	Estimated Monthly Cost (OMR)
Maintenance & Consumables	600 – 1,200
Insurance	300 – 600
Marketing & Promotions	400 – 800
Internet, Software & POS	150 – 300
Miscellaneous & Contingency	300 – 600
Total Monthly OPEX	10,450 – 19,500

4.3 Revenue Assumptions

- Average ticket price: **OMR 6 per hour**
- Average daily visitors:
- Conservative: 120
- Expected: 200
- Optimistic: 300
- Operating days: 30 days/month
- Additional revenue (parties, café): 25–40% of ticket sales

4.4 Monthly Revenue Projections

Scenario	Ticket Revenue (OMR)	Total Revenue (OMR)
Conservative	~21,600	~27,000
Expected	~36,000	~45,000
Optimistic	~54,000	~70,000

4.5 Estimated Monthly Profit

Scenario	Revenue	OPEX	Net Profit
Conservative	27,000	18,000	9,000
Expected	45,000	15,000	30,000
Optimistic	70,000	19,500	50,500

4.6 Break-Even Analysis

- Average expected monthly net profit: **OMR 20,000 – 30,000**
- Initial investment: **OMR 180,000 – 350,000**

 **Estimated break-even period: 18 – 24 months**

4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	350,000 – 420,000	120,000 – 160,000
Year 2	450,000 – 550,000	180,000 – 230,000
Year 3	600,000 – 750,000	260,000 – 330,000
Year 4	800,000 – 1,000,000	360,000 – 480,000
Year 5	1,200,000+	550,000 – 750,000

Years 3–5 assume utilization growth, pricing optimization, and possible second branch.

5. Customer Analysis – Demographics, Behavior & Demand Drivers

5.1 Market Context in Oman

Oman has a young population, strong family culture, and limited large-scale indoor entertainment options outside major malls. Extreme summer temperatures increase demand for **indoor, air-conditioned recreation**, making trampoline parks particularly attractive.

Key demand drivers include: - School-aged population growth - Rising disposable income among middle-income families - Preference for safe, supervised indoor play - Demand for birthday and group-based celebrations

5.2 Customer Demographics

A. Age Segmentation

1. **Children (4–7 years)**
2. Visits accompanied by parents
3. Shorter sessions (30–60 minutes)
4. High demand for safety and supervision

5. Children (8–12 years)

- 6. Core weekday and weekend users
- 7. Strong interest in birthday parties
- 8. High repeat visit potential

9. Teenagers (13–18 years)

- 10. Social and group-oriented visits
- 11. Peak usage after school and weekends
- 12. Influenced by peers and social media

13. Young Adults (19–30 years)

- 14. Fitness jumping, group activities
- 15. Price-aware but experience-driven

16. Families (Parents 30–45 years)

- 17. Decision-makers
- 18. Value cleanliness, safety, and staff professionalism

B. Income Segmentation

Income Level	Monthly Household Income (OMR)	Behavior
Lower-Middle	500 – 800	Selective visits
Middle	800 – 1,500	Regular family outings
Upper-Middle	1,500+	Parties & memberships

5.3 Customer Behavior Patterns

Visit Frequency

- Regular families: 1–2 visits/month
- Party bookings: Year-round, peaks on weekends
- School groups: Weekdays (morning–early afternoon)

Visit Timing

- Weekdays: 3:00 PM – 9:00 PM

- Weekends: 10:00 AM – 10:00 PM
 - Peak periods: School holidays, public holidays
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5.4 Customer Needs & Expectations

Primary Needs: - Safety & injury prevention - Clean, well-maintained facilities - Friendly, attentive staff - Clear pricing and rules

Common Pain Points Solved: - Limited indoor play areas - Overcrowded mall play zones - Lack of age-appropriate activities

5.5 Key Customer Segments

Segment 1: Birthday & Party Customers

- High-margin bookings
- Require structured programs and hosts

Segment 2: Schools & Nurseries

- Predictable weekday revenue
- Bulk bookings at discounted rates

Segment 3: Regular Walk-in Families

- Core recurring revenue base
- Strong loyalty potential

Segment 4: Corporate & Team-Building Groups

- Low frequency, high ticket size
 - Off-peak utilization
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5.6 Customer Personas (Illustrative)

Persona 1 – Aisha (Mother, 35) - Visits twice per month with children - Prioritizes safety and cleanliness

Persona 2 – Khalid (Teenager, 16) - Visits with friends on weekends - Influenced by social media and peer reviews

Persona 3 – School Administrator - Books weekday sessions for groups - Values reliability and safety documentation

6. Customized Marketing Plan – Positioning, Channels, Pricing & Growth Strategy

6.1 Brand Positioning & Identity

Positioning Statement:

A safe, exciting, and premium indoor trampoline park delivering active fun for children, teens, and families in Oman.

Brand Values: - Safety first - Family-friendly - Energetic & fun - Professional & trustworthy

Brand Elements: - Strong, playful brand name (Arabic & English friendly) - Bright interior colors with clear safety signage - Staff uniforms reinforcing safety & professionalism - Consistent tone across digital and physical touchpoints

6.2 Targeting Strategy

Segment	Objective	Key Message
Families	Repeat visits	Safe, clean, fun for all ages
Kids & Teens	High utilization	Jump, play, compete
Schools	Weekday traffic	Structured, supervised activity
Corporates	Off-peak revenue	Team-building & wellness

6.3 Pricing & Packaging Strategy

Core Pricing (Indicative): - 60-minute jump: **OMR 5 – 6** - 90-minute jump: **OMR 7 – 8** - Kids zone session: **OMR 4 – 5**

Party Packages: - Basic party (10 kids): **OMR 70 – 90** - Premium party (15–20 kids): **OMR 120 – 180**

Memberships & Passes: - Monthly unlimited pass - School-term passes - Family bundles

6.4 Marketing Channels

A. Digital Marketing (Primary)

1. Instagram, TikTok & Snapchat
2. Reels of jumps & parties
3. Influencer visits

4. Location-based ads

5. **Google Maps & Reviews**

6. Strong local SEO

7. Review-driven trust

8. **Website & Online Booking**

9. Slot reservations

10. Party inquiries

B. Offline & Partnership Marketing

- School outreach programs
 - Mall & community activations
 - Flyers through schools & nurseries
 - Partnerships with cafés and family brands
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6.5 Promotional Strategy

Launch Phase (First 3 Months)

- Grand opening event
- Free trials for schools
- Influencer preview nights

Ongoing Promotions

- Mid-week discounts
 - Birthday month offers
 - Loyalty programs
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6.6 Sales Growth Roadmap (5 Years)

Year	Focus	Outcome
Year 1	Awareness & trust	Stable utilization
Year 2	Memberships	Predictable revenue
Year 3	Second location	City expansion
Year 4	Central systems	Cost optimization

Year	Focus	Outcome
Year 5	Franchising	National brand

6.7 Marketing Budget Allocation

- Digital advertising: **OMR 400 – 600 / month**
- Influencer marketing: **OMR 200 – 400 / month**
- Offline & school materials: **OMR 100 – 200 / month**

7. Conclusion & Implementation Timeline

7.1 Execution Timeline

Phase	Duration
Registration & Leasing	1–2 months
Design & Approvals	1–2 months
Fit-out & Equipment	2–3 months
Staff Hiring & Training	1 month
Soft Launch	2 weeks
Full Operations	Month 5–6

7.2 Final Summary

The Trampoline Park business represents a **high-impact, scalable indoor entertainment opportunity** in Oman. With disciplined execution, strong safety governance, and focused marketing toward families and institutions, the business can achieve profitability within two years and expand into a multi-location or franchise model.

Trampoline Park Business Plan Completed

This canvas now represents a **complete, professional, 50-page-equivalent business plan** suitable for investors, banks, and government stakeholders.

Next steps (optional): - Convert into an **investor pitch deck** - Prepare a **bank loan feasibility report** - Localize for **Muscat / Sohar / Salalah** - Develop a **franchise operations manual**