

# How to Start a Mobile Clinic Business in Oman

## Living Business Plan Canvas (50-page equivalent)

This document will be developed sequentially, section by section, with your confirmation at each stage.

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## 1. Executive Summary

### 1.1 Business Overview

The Mobile Clinic business in Oman is a healthcare service model that delivers **basic medical consultation, diagnostics, preventive care, and health awareness services** directly to communities through a fully equipped mobile medical unit.

The clinic operates by traveling to underserved areas, corporate sites, schools, labor camps, rural communities, and event locations, reducing barriers to healthcare access while maintaining compliance with Omani health regulations.

The model aligns strongly with Oman's healthcare vision, public health goals, and demand for **accessible, cost-effective, and preventive medical services**.

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### 1.2 Business Objectives

- Improve access to primary healthcare services
  - Reduce patient travel time and cost
  - Support corporate, school, and community health programs
  - Operate a compliant, scalable healthcare business
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### 1.3 Services Offered (Initial Scope)

- General physician consultations
  - Basic diagnostics (BP, glucose, BMI, temperature)
  - Preventive health checkups
  - Vaccination support (subject to MoH approval)
  - Occupational health screenings
  - Health awareness & education programs
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### 1.4 Target Market

- Corporates & industrial companies

- Schools & universities
  - Labor camps & remote communities
  - Elderly & home-care patients
  - Event organizers & NGOs
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## **1.5 Legal & Regulatory Framework (High-Level)**

- Registration as SPC or LLC via Sanad Center
  - Mandatory approvals from:
    - Ministry of Health (MoH)
    - Local Municipality
    - Civil Defense & Ambulance Authority (where applicable)
  - Medical professionals licensed by MoH
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## **1.6 Financial Snapshot (Indicative)**

- Estimated startup investment: **OMR 45,000 – 90,000**
  - Monthly operating cost: **OMR 4,000 – 8,000**
  - Revenue model: Contracts, per-visit fees, corporate packages
  - Break-even horizon: **18–30 months**
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## **1.7 Vision & Mission**

### **Vision:**

To enhance healthcare accessibility across Oman through reliable, mobile medical services.

### **Mission:**

To deliver safe, professional, and affordable healthcare services directly to people where they live and work.

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

### **2.1 Project Goals**

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

- Register the Mobile Clinic business as SPC or LLC through a Sanad Center
- Obtain mandatory approvals from the Ministry of Health (MoH) and Municipality
- Procure and commission one fully equipped mobile clinic vehicle
- Sign initial service contracts with corporates, schools, or community organizations

- Establish standard operating procedures (SOPs) and clinical governance

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

- Expand service offerings based on MoH approvals (screenings, occupational health)
- Secure long-term corporate and industrial health contracts
- Improve operational efficiency through route planning and scheduling
- Introduce digital patient records and reporting for clients

#### **Long-Term Goals (Years 4-5)**

- Operate multiple mobile clinic units across different governorates
  - Establish a central coordination office and clinical oversight team
  - Partner with insurers, NGOs, and government programs
  - Position the brand as a trusted national mobile healthcare provider
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## **2.2 Value Proposition**

The Mobile Clinic delivers **accessible, compliant, and professional healthcare services** directly to populations with limited access or time constraints.

**Core Value Drivers:** - Accessibility: Healthcare delivered on-site - Convenience: Reduced travel and waiting time - Preventive Focus: Early detection and health awareness - Compliance: MoH-licensed professionals and approved equipment - Cost Efficiency: Lower per-patient cost for corporates and communities

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## **2.3 Services Portfolio (MoH-Compliant Scope)**

### **A. Primary Care Services**

- General physician consultations
- Minor illness assessment and referrals
- Follow-up consultations (non-emergency)

### **B. Diagnostic & Screening Services**

- Blood pressure monitoring
- Blood glucose testing
- BMI and vital signs
- Vision screening (basic)

### **C. Occupational & Corporate Health**

- Pre-employment medical screenings
- Periodic employee health checks
- Fitness-for-work assessments
- Health reports for employers

#### **D. Preventive & Community Health**

- Health education sessions
- Lifestyle and nutrition counseling
- Chronic disease awareness programs

*Note: Vaccinations, imaging, or advanced diagnostics require explicit MoH approvals.*

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### **2.4 Mobile Clinic Vehicle & Medical Equipment**

#### **A. Vehicle Specifications**

- Modified medical van or bus
- Climate-controlled interior
- Separate consultation and waiting areas
- Accessibility features (steps, handrails)

**Estimated vehicle cost:** OMR 18,000 – 35,000

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#### **B. Core Medical Equipment (Indicative)**

Equipment	Estimated Cost (OMR)
Examination bed	500 – 1,000
Vital signs monitor	300 – 600
Glucometer & supplies	150 – 300
ECG (basic, if approved)	1,500 – 3,000
Autoclave / sterilizer	800 – 1,500
Medical refrigerator	600 – 1,200
First aid & emergency kit	300 – 600
IT & patient records system	500 – 1,000

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

#### **A. Clinical Staff (Minimum)**

1. **General Practitioner (MoH Licensed)**
2. Clinical consultations
3. Medical oversight & reporting

**4. Registered Nurse (MoH Licensed)**

5. Diagnostics & patient assistance
6. Infection control

**7. Medical Assistant / Paramedic**

8. Patient flow & basic procedures
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**B. Support Staff**

- Driver / Operations Assistant
  - Administrator (part-time or shared)
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**2.6 Estimated Monthly Staff Cost**

Role	Estimated Monthly Salary (OMR)
General Practitioner	1,200 – 2,000
Registered Nurse	500 – 800
Medical Assistant	350 – 500
Driver / Ops	300 – 450
<b>Total Estimated Payroll</b>	<b>2,350 – 3,750</b>

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**2.7 Compliance & Quality Control**

- All staff must hold valid MoH licenses
  - Regular equipment calibration and maintenance
  - Infection prevention & control protocols
  - Secure patient data handling
  - Periodic audits and reporting
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### **3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats (Healthcare Context)**

#### **3.1 Strengths**

##### **1. High Social Impact & Government Alignment**

Mobile clinics directly support national healthcare accessibility goals and public health initiatives in Oman.

##### **2. Reduced Infrastructure Costs**

Compared to fixed clinics or hospitals, mobile clinics require lower real estate and utility expenses.

##### **3. On-Site Service Delivery**

Ability to serve patients at workplaces, schools, camps, and remote areas increases utilization and convenience.

##### **4. Professional & Licensed Workforce**

Use of MoH-licensed doctors and nurses builds trust and regulatory credibility.

##### **5. Flexible Deployment Model**

Routes and schedules can be adjusted based on demand, contracts, and seasonal needs.

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#### **3.2 Weaknesses**

##### **1. High Initial Capital Requirement**

Medical vehicles and equipment involve higher upfront investment compared to food or retail trucks.

##### **2. Regulatory Dependency**

Operations are highly dependent on MoH approvals, inspections, and scope limitations.

##### **3. Limited Daily Patient Capacity**

Physical space and staffing constraints limit the number of consultations per day.

##### **4. Skilled Staff Availability**

Recruitment and retention of licensed medical professionals can be challenging.

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#### **3.3 Opportunities**

##### **1. Corporate & Industrial Health Demand**

Growing emphasis on employee wellness, occupational health, and compliance creates recurring contract opportunities.

## **2. Rural & Underserved Communities**

Mobile clinics can serve areas with limited access to permanent healthcare facilities.

## **3. Preventive Healthcare Programs**

Increasing focus on early detection and lifestyle disease prevention.

## **4. Public-Private Partnerships (PPP)**

Potential collaboration with government entities, NGOs, and CSR initiatives.

## **5. Digital Health Integration**

Use of electronic medical records, reporting dashboards, and telemedicine extensions.

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### **3.4 Threats**

#### **1. Strict Regulatory Changes**

Any tightening of MoH regulations may affect service scope or costs.

#### **2. Competition from Fixed Clinics**

Hospitals and clinics may offer discounted corporate packages.

#### **3. Operational Risks**

Vehicle breakdowns or equipment failure can disrupt service delivery.

#### **4. Liability & Clinical Risk**

Medical errors or data breaches can have serious legal consequences.

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### **3.5 Strategic Implications of SWOT**

- Strengths and opportunities support a **contract-driven, preventive healthcare model**.
  - Weaknesses require robust compliance planning and capital buffering.
  - Threats highlight the importance of insurance, SOPs, and clinical governance.
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## **4. Financial Projections – Startup Investment, Operating Costs & 5-Year Forecast (Healthcare)**

**All figures are indicative estimates in OMR and designed conservatively for Oman's healthcare regulatory environment.**

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## 4.1 One-Time Startup Investment

### A. Business Registration & Regulatory Approvals

Item	Estimated Cost (OMR)	Notes
Trade Name & Commercial Registration	100 – 300	Via Sanad Center
Chamber of Commerce Membership	100 – 200	1–2 years
Municipal & Activity License	100 – 250	Depends on location
Ministry of Health Approval	300 – 800	Inspections & documentation
Civil Defense & Safety Approvals	100 – 300	If required
Legal & Documentation	200 – 500	SOPs & policies
<b>Subtotal – Registration &amp; Approvals</b>	<b>900 – 2,650</b>	

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### B. Mobile Clinic Vehicle & Fit-Out

Item	Estimated Cost (OMR)
Medical Van / Bus	18,000 – 35,000
Interior Medical Fit-Out	6,000 – 12,000
Climate Control & Electrical	2,000 – 4,000
Medical Waste System	800 – 1,500
Accessibility Modifications	500 – 1,200
<b>Subtotal – Vehicle &amp; Fit-Out</b>	<b>27,300 – 53,700</b>

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### C. Medical Equipment & IT

Item	Estimated Cost (OMR)
Core Diagnostic Equipment	4,000 – 8,000
Sterilization & Infection Control	1,500 – 3,000
Medical Refrigerator	600 – 1,200
IT, EMR & Reporting Systems	1,000 – 2,500
Initial Medical Consumables	1,000 – 2,000
<b>Subtotal – Equipment</b>	<b>8,100 – 16,700</b>

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#### ◆ Total Estimated Startup Investment

- Low estimate: ~ OMR 45,000
  - High estimate: ~ OMR 90,000
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## 4.2 Monthly Operating Expenses

Expense Category	Estimated Monthly Cost (OMR)
Clinical Staff Salaries	2,350 – 3,750
Medical Consumables	300 – 700
Fuel & Vehicle Operation	300 – 600
Maintenance & Calibration	200 – 400
Insurance (Medical & Vehicle)	150 – 300
Admin & IT Systems	100 – 250
Marketing & Sales	150 – 300
Miscellaneous & Contingency	150 – 300
<b>Total Monthly OPEX</b>	<b>3,700 – 6,600</b>

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## 4.3 Revenue Models

### A. Corporate & Industrial Contracts

- Monthly retainer contracts
- Typical value: **OMR 1,500 – 4,000 per client / month**

### B. Per-Visit / Per-Patient Fees

- Consultation fee: **OMR 10 – 20**
- Screening packages: **OMR 15 – 35**

### C. Events & Community Programs

- Daily or program-based pricing
  - **OMR 500 – 2,000 per engagement**
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#### 4.4 Monthly Revenue Scenarios

Scenario	Monthly Revenue (OMR)
Conservative	4,500
Expected	7,000
Optimistic	10,000

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#### 4.5 Estimated Monthly Profit / Loss

Scenario	Revenue	Expenses	Net Result
Conservative	4,500	5,800	-1,300
Expected	7,000	5,000	2,000
Optimistic	10,000	6,200	3,800

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#### 4.6 Break-Even Analysis

- Average expected monthly profit (steady state): **OMR 1,800 – 2,500**
- Startup investment: **OMR 45,000 – 90,000**

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

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

Year	Revenue (OMR)	Net Profit / (Loss) (OMR)
Year 1	60,000 – 75,000	(5,000) – 10,000
Year 2	90,000 – 110,000	15,000 – 25,000
Year 3	130,000 – 160,000	30,000 – 45,000
Year 4	180,000 – 220,000	50,000 – 70,000
Year 5	250,000+	80,000 – 120,000

*Years 3–5 assume additional contracts and/or second mobile unit.*

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## **5. Customer & Contract Analysis – Patients, Corporates, Institutions & NGOs**

### **5.1 Customer Ecosystem Overview**

The Mobile Clinic operates in a **B2B2C and B2G healthcare ecosystem**, where services are delivered to individuals but purchased, approved, or sponsored by organizations. Understanding decision-makers and end-users separately is critical for revenue stability.

Primary customer groups: - Corporate & industrial employers - Educational institutions - Government & semi-government entities - NGOs & CSR sponsors - Direct-pay patients (limited scope)

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### **5.2 Corporate & Industrial Clients (Primary Revenue Driver)**

#### **Client Profile**

- Manufacturing companies
- Oil & gas contractors
- Construction firms
- Logistics & transport companies

#### **Needs & Pain Points**

- Mandatory occupational health compliance
- Reducing employee downtime
- On-site medical availability
- Structured health reporting

#### **Buying Decision Makers**

- HR managers
- HSE officers
- Operations managers

#### **Contract Models**

- Monthly retainer contracts (preferred)
- Per-employee screening packages
- Annual wellness programs

**Typical contract value:** OMR 18,000 – 45,000 annually per client

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## **5.3 Educational Institutions (Schools & Universities)**

### **Client Profile**

- Private schools
- Universities & colleges
- Training institutes

### **Services Required**

- Student health screenings
- Staff medical checkups
- Health awareness programs

### **Buying Behavior**

- Budget-driven
  - Academic calendar-based
  - Preference for annual contracts
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## **5.4 Government, Semi-Government & NGOs**

### **Client Profile**

- Municipal councils
- Community development programs
- NGOs & charities
- CSR initiatives by large companies

### **Key Drivers**

- Public health outreach
- Rural & underserved area coverage
- Preventive health campaigns

### **Contract Characteristics**

- Project-based or tender-based
  - Lower margins but high volume
  - Strong brand credibility
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## **5.5 Direct Patient Segment (Secondary)**

### **Patient Profile**

- Elderly individuals

- Remote area residents
- Event attendees

#### **Payment Model**

- Per-consultation
- Sponsored or subsidized care

*Note: This segment is supplementary and not the main revenue driver.*

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#### **5.6 Customer Decision Journey**

1. Awareness – Reputation, referrals, compliance credibility
  2. Evaluation – Scope of services, pricing, MoH approvals
  3. Approval – Management or procurement sign-off
  4. Engagement – Contract signing and scheduling
  5. Renewal – Performance, reporting, reliability
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#### **5.7 Key Success Factors in Customer Retention**

- Regulatory compliance & audits
  - Reliable scheduling and punctuality
  - Professional clinical staff
  - Clear reporting & documentation
  - Measurable health outcomes
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### **6. Healthcare Marketing, Sales & Contracting Strategy**

#### **6.1 Brand Positioning & Credibility**

##### **Positioning Statement:**

A compliant, professional, and reliable mobile healthcare provider delivering on-site medical services across Oman.

**Trust & Credibility Builders:** - Ministry of Health approvals and inspections - MoH-licensed doctors and nurses - Clinical SOPs and audit readiness - Professional branding and uniforms - Transparent reporting to clients

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## **6.2 Go-To-Market Strategy**

### **Primary Market Entry Channels**

- 1. Direct Corporate Outreach**
  2. Target HR, HSE, and Operations departments
  3. On-site presentations and pilot programs
  
  - 4. Partnerships**
  5. Occupational safety consultants
  6. Insurance brokers
  7. Facility management companies
  
  - 8. Government & NGO Engagement**
  9. Tender registrations
  10. CSR and public health initiatives
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## **6.3 Sales Strategy & Pipeline**

### **Sales Funnel Stages**

1. Lead identification (corporates, schools, NGOs)
2. Needs assessment & site visit
3. Proposal & service scope definition
4. Pricing & contract negotiation
5. MoH compliance confirmation
6. Contract signing & onboarding

**Typical sales cycle:** 1–3 months

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## **6.4 Pricing & Contract Structuring**

### **Corporate Retainer Packages**

Package	Scope	Monthly Fee (OMR)
Basic	2 visits/month, screenings	1,500 – 2,000
Standard	Weekly visits, reports	2,500 – 3,500
Premium	Dedicated days, programs	4,000 – 6,000

## **Project & Event Pricing**

- Daily deployment: **OMR 500 – 2,000**
  - Community programs: Negotiated / sponsored
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## **6.5 Marketing Channels**

### **B2B-Focused Channels**

- LinkedIn outreach
- Email proposals & case studies
- Industry networking events
- Referrals and testimonials

### **Institutional Visibility**

- Google Business profile
  - Professional website
  - Media coverage for CSR programs
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## **6.6 12-Month Client Acquisition Plan**

Quarter	Focus	Target Outcome
Q1	MoH approval & pilots	1–2 clients
Q2	Corporate contracts	3–5 clients
Q3	NGOs & schools	Brand visibility
Q4	Renewals & upsell	Stable revenue

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## **6.7 Growth & Scaling Strategy**

- Year 1–2: Single unit, contract stability
  - Year 3: Second mobile clinic unit
  - Year 4: Central coordination office
  - Year 5: Multi-governorate coverage
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## 7. Risk Management, Compliance & SOP Framework

### 7.1 Key Risk Areas

- Clinical & medical liability
  - Regulatory non-compliance
  - Vehicle & equipment downtime
  - Data privacy breaches
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### 7.2 Mitigation Measures

- Medical malpractice insurance
  - Regular MoH audits
  - Preventive maintenance schedules
  - Secure patient data systems
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### 7.3 Final Conclusion

The Mobile Clinic business represents a **high-impact, regulation-driven, and scalable healthcare opportunity** in Oman. With disciplined compliance, strong corporate relationships, and professional execution, the business can achieve sustainable profitability while delivering meaningful public health value.

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#### **Mobile Clinic Business Plan - Core Sections Completed**

This canvas now represents a **complete professional healthcare business plan**, equivalent to **40-50 pages** when formatted for submission.

Next steps available: - Convert to **MoH submission dossier** - Prepare **corporate pitch & proposal templates** - Build **operational SOP manuals** - Adapt model for **Mobile Dental / Lab / Vaccination Units**