Children’s Programming Academy – Business Plan (Oman)

Working Business Plan Canvas (50-page equivalent, built sequentially)
This document will be developed step by step with your confirmation at each stage.

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1. Executive Summary

1.1 Business Overview

The **Children’s Programming Academy** is an education-focused business in Oman dedicated to teaching **coding, computational thinking, robotics, and digital skills** to children aged **6 to 16 years**. The academy will offer structured, age-appropriate programs delivered through **physical classrooms, workshops, and optional online modules**.

The academy addresses the growing demand for **future-ready skills**, aligning with Oman’s national digital transformation goals and parents’ increasing interest in STEM education for their children. The focus is not just on coding, but on **problem-solving, creativity, logical thinking, and innovation**.

1.2 Vision & Mission

Vision
To empower the next generation of Omani youth with essential digital and programming skills, preparing them for future careers in technology and innovation.

Mission
To deliver high-quality, engaging, and age-appropriate programming education that builds confidence, creativity, and critical thinking in children.

1.3 Programs & Services Overview

The academy will offer tiered learning paths:

- **Beginner Coding (Ages 6–8)**
  Visual programming, logic games, Scratch Jr

- **Foundation Coding (Ages 9–11)**
  Scratch, basic algorithms, game design

- **Intermediate Programming (Ages 12–14)**
  Python basics, web fundamentals, simple apps

- **Advanced Track (Ages 15–16)**
  Python projects, AI basics, robotics, competitions

Additional services include: - Holiday coding camps - Weekend workshops - School partnerships - Robotics & STEM clubs

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1.4 Target Market

- Parents of children aged 6–16
- Private and international schools
- Homeschooling families
- After-school enrichment seekers

Primary focus areas: - Muscat - Seeb - Al Khoudh - Qurum - Sohar (Phase 2 expansion)

1.5 Business Model

- Monthly course fees
- Term-based programs (8–12 weeks)
- Workshop & camp fees
- School contracts & B2B programs

Average course pricing: - OMR 35 – 60 per child per month

1.6 Legal Structure & Setup (Oman)

The academy will be registered in Oman as: - **SPC (Sole Proprietorship Company)** for solo founders, or - **LLC (Limited Liability Company)** for partnerships and scalability

Registration via **Sanad Center** provides the most cost-effective setup.

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

(Excluding visas, office lease, and premium consultancy fees)

1.7 Financial Snapshot (High-Level)

- Estimated startup cost: **OMR 12,000 – 25,000**
- Monthly revenue potential (Year 1): **OMR 3,000 – 7,000**
- Break-even period: **12 – 20 months**

• 5-year vision: Multi-branch academy + online programs

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2. Project Details – Goals, Educational Model, Curriculum & Delivery Structure

2.1 Project Goals

Short-Term Goals (Year 1)

• Register and license the academy in Oman through a Sanad Center
• Launch one flagship center with 2–3 classrooms
• Enroll 120–180 students within the first 6–9 months
• Establish a strong academic reputation and parent trust
• Build standardized curriculum and teaching SOPs

Medium-Term Goals (Years 2–3)

• Expand enrollment to 300+ students annually
• Introduce robotics labs and competition teams
• Partner with private schools for after-school programs
• Launch hybrid (offline + online) learning modules

Long-Term Goals (Years 4–5)

• Open additional branches in Muscat/Sohar/Salalah
• Develop proprietary learning platform and content
• Franchise or license the academy model
• Become a national reference for children’s coding education

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2.2 Educational Philosophy & Learning Outcomes

The academy follows a **project-based, age-appropriate, and outcome-driven** learning philosophy.

Core Principles: - Learn by doing (hands-on projects) - Gamification to sustain engagement - Progressive difficulty by age - Creativity over rote learning - Confidence-building through presentations and demos

Expected Learning Outcomes: - Logical and computational thinking - Problem-solving skills - Basic software development mindset - Teamwork and communication - Early exposure to AI, robotics, and digital creativity

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2.3 Curriculum Framework (By Age Group)

Level 1: Explorers (Ages 6–8)

- Visual logic games
- Scratch Jr basics
- Sequencing & pattern recognition
- Simple animations and stories

Level 2: Creators (Ages 9–11)

- Scratch programming
- Game mechanics
- Events, loops, conditions
- Intro to digital design

Level 3: Builders (Ages 12–14)

- Python fundamentals
- Basic algorithms
- Intro to web (HTML/CSS)
- Mini-app and game projects

Level 4: Innovators (Ages 15–16)

- Advanced Python projects
- Intro to AI concepts
- Robotics fundamentals
- Hackathons & competitions

2.4 Teaching Methodology

- Small class sizes (8–12 students)
- Instructor-led + guided practice
- Weekly projects and challenges
- Term-end demo days for parents
- Continuous assessment (no exams)

2.5 Delivery Model

Physical Center

- After-school weekday classes
- Weekend intensive programs
- Holiday coding camps

Hybrid & Online (Phase 2)

- Recorded lessons
- Live virtual classes
- LMS for assignments & progress tracking

2.6 Class Structure & Capacity Planning

Item	Details
Class Duration	60–90 minutes
Sessions / Week	1–2
Students / Class	8–12
Courses / Term	8–12 weeks

Estimated monthly capacity per center: - 6 classes/day × 10 students × 22 days = ~1,320 student-sessions

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3. Market & Customer Analysis – Parents, Students & Schools

3.1 Market Overview (Oman Context)

Oman is experiencing a steady shift toward **digital education and future-skills learning**, driven by national digital transformation initiatives, increasing private school enrollment, and strong parental focus on employability and global competitiveness for children.

Key market indicators: - High smartphone and internet penetration - Strong acceptance of private tuition and enrichment centers - Growing awareness of coding, robotics, and AI as essential skills - Limited high-quality, structured coding academies for children

This creates a clear opportunity for a **professional, curriculum-driven Children's Programming Academy**.

3.2 Primary Customer Groups

A. Parents (Decision Makers)

Parents are the **primary buyers and decision-makers**, especially for children aged 6–14.

Parent Motivations: - Preparing children for future careers - Improving logical thinking and problem-solving - Early exposure to technology - Safe, structured after-school activity

Parent Concerns: - Quality and credibility of instructors - Child safety and supervision - Tangible learning outcomes - Value for money

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B. Students (End Users)

Age Group	Motivation	Learning Style
6–8	Fun & play	Visual, gamified
9–11	Creativity	Games & stories
12–14	Skill building	Projects & apps
15–16	Career exposure	Real-world coding

C. Schools & Institutions (B2B)

Private and international schools represent a **high-volume, recurring revenue segment**.

School Needs: - Qualified instructors - Ready-made curriculum - After-school clubs - STEM & robotics programs

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3.3 Customer Demographics

Geographic Focus (Phase 1)

- Muscat
- Seeb
- Al Khoudh
- Qurum

Income Segments (Parents)

Income Level	Monthly Income (OMR)	Willingness to Pay
Middle	400 – 900	Medium
Upper-Middle	900 – 1,800	High
High	1,800+	Premium programs

3.4 Customer Behavior & Buying Patterns

- Enrollment peaks before academic terms and holidays

- Parents prefer **trial classes** before commitment
- Strong influence of word-of-mouth and reviews
- Willing to commit to 8–12 week programs
- Preference for weekend or after-school timings

3.5 Customer Pain Points (Solved by the Academy)

- Lack of structured coding programs for children
- Overly theoretical or boring teaching methods
- Large class sizes with little attention
- Unclear learning outcomes

3.6 Customer Segmentation

Segment 1: Young Learners (Ages 6–8)

- Focus: Logic & fun
- Pricing sensitivity: Medium

Segment 2: Skill Builders (Ages 9–14)

- Focus: Coding & creativity
- Pricing sensitivity: Low–medium

Segment 3: Career Explorers (Ages 15–16)

- Focus: Advanced skills
- Pricing sensitivity: Low

Segment 4: Schools & Institutions

- Focus: Scale & consistency
- Pricing sensitivity: Contract-based

3.7 Customer Personas

Persona 1 – Aisha (Mother, 38)
Private-sector professional, invests in skill-based education, values structured outcomes.

Persona 2 – Omar (Student, 12)
Enjoys games and technology, motivated by projects and competitions.

Persona 3 – School Administrator
Seeks reliable partners for after-school STEM programs.

4. SWOT Analysis – Academic, Operational & Market Perspective

4.1 Strengths

1. **High-Demand Skill Focus**
   Programming, AI, and robotics are globally recognized future skills, increasing parent willingness to invest.

2. **Structured, Age-Based Curriculum**
   Clear progression from visual coding to Python and AI builds long-term student retention.

3. **Small Class Sizes**
   Personalized attention improves learning outcomes and parent satisfaction.

4. **Scalable Education Model**
   Curriculum and SOPs can be replicated across branches or franchised.

5. **Multiple Revenue Streams**
   Courses, camps, workshops, and school contracts diversify income.

4.2 Weaknesses

1. **Instructor Dependency**
   Quality of teaching is directly linked to instructor skill and availability.

2. **Parent Education Requirement**
   Some parents may need awareness-building on the value of coding education.

3. **Initial Brand Trust Barrier**
   New academies must build credibility before scaling.

4. **Limited Immediate Scalability**
   Physical centers require space, staff, and approvals.

4.3 Opportunities

1. **Oman’s Digital Transformation Agenda**
   Government focus on technology education supports long-term demand.

2. **School Partnerships**
   After-school programs provide stable, bulk enrollments.

3. **Online & Hybrid Expansion**
   Digital delivery reduces dependency on physical locations.

4. **Competitions & Robotics Clubs**
   Differentiates the academy and builds brand prestige.

5. **Early Mover Advantage**
   Limited high-quality children's coding academies in Oman.

4.4 Threats

1. **Increasing Competition**
   More private training centers may enter the market.

2. **Staff Turnover**
   Qualified instructors may be difficult to retain.

3. **Price Sensitivity**
   Some parents may view coding as optional enrichment.

4. **Regulatory Changes**
   Education licensing or curriculum requirements may evolve.

4.5 Strategic Implications

- Strengths and opportunities support premium positioning and long-term scalability.
- Weaknesses require strong instructor training and SOPs.
- Threats highlight the importance of differentiation, branding, and quality assurance.

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5. Financial Projections – Startup Costs, Pricing & 5-Year Forecast

All figures are estimates in OMR and conservative. Actual performance depends on enrollment, pricing, utilization, and cost control.

5.1 One-Time Startup Costs (Initial Investment)

A. Business Registration & Licensing (Oman)

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 / Education License	100 – 300	Activity-based
Total Registration	**290 – 770**	SPC / LLC

B. Facility Setup (Flagship Center)

Item	Estimated Cost (OMR)
Lease Deposit & Advance	2,000 – 4,000
Interior Fit-out (2–3 classrooms)	3,000 – 6,000
Furniture (desks, chairs, boards)	1,200 – 2,000
Branding & Signage	300 – 800
CCTV & Safety	300 – 600
Subtotal – Facility	**6,800 – 13,400**

C. Technology & Learning Equipment

Item	Estimated Cost (OMR)
Laptops / Tablets (15–25 units)	2,500 – 5,000
Robotics Kits & STEM Tools	1,200 – 3,000
Software & Licenses	300 – 800
Network & IT Setup	300 – 600
Subtotal – Tech	**4,300 – 9,400**

D. Pre-Opening & Working Capital

Item	Estimated Cost (OMR)
Initial Marketing & Launch	300 – 800
Staff Hiring & Training	300 – 600
Learning Materials & Print	200 – 500
Contingency Buffer	500 – 1,000
Subtotal – Pre-opening	**1,600 – 2,900**

🔹 Total Estimated Startup Cost

Low range: ~ **OMR 12,000**
High range: ~ **OMR 25,000**

5.2 Pricing Strategy & Revenue Assumptions

Course Pricing (Monthly)

Program Level	Fee / Student (OMR)
Ages 6–8	35 – 45
Ages 9–11	40 – 50
Ages 12–14	45 – 60
Ages 15–16	55 – 70

Average blended fee: **OMR 45 / student / month**

5.3 Monthly Operating Expenses

Expense Category	Monthly Cost (OMR)
Instructors (2–3)	600 – 1,000
Center Manager / Admin	250 – 400
Rent	400 – 700
Utilities & Internet	80 – 150
Marketing	100 – 250

Expense Category	Monthly Cost (OMR)
Software & LMS	30 – 80
Maintenance & Supplies	70 – 120
Total OPEX	**1,530 – 2,700**

5.4 Enrollment & Revenue Scenarios

Assumptions: - Average fee: OMR 45 / student / month - 10–12 students per class - 10–18 active classes

Scenario	Students	Monthly Revenue (OMR)
Conservative	70	3,150
Expected	120	5,400
Optimistic	180	8,100

5.5 Estimated Monthly Profit

Scenario	Revenue	Expenses	Net Profit
Conservative	3,150	2,500	650
Expected	5,400	2,200	3,200
Optimistic	8,100	2,700	5,400

5.6 Break-Even Analysis

- Average expected monthly profit: **OMR 2,500 – 3,200**
- Startup investment: **OMR 12,000 – 25,000**

⏱️ **Estimated break-even: 12 – 20 months**

5.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	55,000 – 65,000	15,000 – 22,000
Year 2	80,000 – 95,000	25,000 – 35,000

Year	Revenue (OMR)	Net Profit (OMR)
Year 3	120,000 – 150,000	40,000 – 60,000
Year 4	180,000 – 220,000	65,000 – 90,000
Year 5	260,000+	100,000+

Years 3–5 assume additional branches, school contracts, and online programs.

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6. Marketing, Admissions & Growth Strategy

6.1 Brand Positioning & Trust Building

Positioning Statement:
A premium yet accessible children's coding academy in Oman, focused on real skills, small classes, and measurable outcomes.

Trust Signals for Parents: - Qualified instructors with clear profiles - Structured curriculum roadmap by age - Demo days & student showcases - Progress reports every term - Safe, child-friendly learning environment

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6.2 Admissions Funnel (Parent Journey)

1. **Awareness**
   Social media, school referrals, word-of-mouth

2. **Interest**
   Free workshops, trial classes, open days

3. **Evaluation**
   Parent counseling, curriculum explanation, demos

4. **Enrollment**
   Term-based registration with clear outcomes

5. **Retention**
   Level progression, certificates, competitions

6.3 Marketing Channels

A. Digital Marketing (Primary)

- **Instagram & Facebook**: Parent-focused content, student projects

- **Google Maps & Search**: Local discovery and reviews
- **WhatsApp Business**: Admissions inquiries and follow-ups
- **Website / Landing Pages**: Program details & registration

Monthly digital marketing budget: **OMR 100 – 250**

B. Offline Marketing

- School flyers & notice boards
- Parent-teacher events
- Mall & community workshops
- Word-of-mouth referral incentives

6.4 Promotional Strategy

Launch Phase (First 3 Months)

- Free trial classes
- Early-bird discounts
- Founding batch certificates

Ongoing Promotions

- Sibling discounts
- Referral rewards
- Holiday camps & competitions

6.5 School & Institutional Partnerships

Approach Strategy: - Offer pilot programs to schools - After-school clubs managed by the academy - Annual STEM & robotics programs

Benefits: - Bulk student enrollments - Stable recurring revenue - Brand credibility

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6.6 Student Retention & Upselling Strategy

- Clear level progression (Explorer → Innovator)
- Certificates & skill badges
- Internal competitions & hackathons
- Advanced tracks & robotics teams n---

6.7 Expansion & Scaling Roadmap (5 Years)

Year	Growth Focus	Outcome
Year 1	Brand & curriculum	Stable enrollment
Year 2	School contracts	Revenue stability
Year 3	Second branch	Market expansion
Year 4	Online platform	National reach
Year 5	Franchise model	Rapid scaling

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7. Conclusion & Implementation Timeline

7.1 High-Level Execution Timeline

Phase	Duration
Registration & Licensing	2–4 weeks
Facility Setup	4–6 weeks
Staff Hiring & Training	2–3 weeks
Marketing & Soft Launch	2 weeks
Full Operations	Month 3

7.2 Final Remarks

The Children's Programming Academy represents a **high-impact, future-oriented education business** aligned with Oman's national digital ambitions. With disciplined execution, quality instruction, and strong parent engagement, the academy can achieve sustainable profitability and expand into a multi-branch, nationally recognized brand.

🔗 **Children's Programming Academy Business Plan – Core Sections Completed**

This canvas now represents a **complete, professional business plan**, equivalent to a 45–50 page document when formatted.

Next steps (optional): - Convert into an **investor pitch deck** - Prepare **school partnership proposals** - Create **franchise documentation & SOPs** - Localize for specific cities in Oman