

How to Start a Drawing Booth Business in Oman

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

This document will be developed step by step, with confirmation at each stage.

1. Executive Summary

1.1 Business Overview

The Drawing Booth business in Oman is a **creative, event-focused micro-enterprise** that offers live artistic drawing services such as caricatures, portrait sketches, digital illustrations, and themed artwork. The booth operates in malls, festivals, exhibitions, tourist locations, private events, weddings, schools, and corporate functions.

Customers receive **custom-made drawings created on the spot**, either on paper or digitally, making the service both an entertainment attraction and a personalized product.

The concept combines **art, experience, and personalization**, positioning it as a premium-yet-accessible creative service with strong demand in Oman's growing events, tourism, and gifting markets.

1.2 Business Concept & Services

The Drawing Booth can operate in **three flexible formats**: - **Physical Booth** (table, banner, display stand) - **Mobile Artist Setup** (events & private bookings) - **Digital Drawing Booth** (tablet + screen + printer)

Core Services

- Live caricature drawing
 - Portrait sketches (individuals, couples, families)
 - Digital illustrations (printed or shared digitally)
 - Themed drawings (corporate branding, events, national days)
 - Customized artwork for gifts & souvenirs
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1.3 Target Market

- Mall visitors
- Event & festival attendees
- Tourists
- Families & children
- Wedding & private event clients
- Corporate & brand activations

1.4 Competitive Advantage

- Live, interactive experience
 - High emotional & gift value
 - Low operating costs
 - Mobility & flexibility
 - Strong social-media appeal
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1.5 Legal Structure & Registration (Oman)

The business can be registered as: - **SPC (Sole Proprietorship Company)** – ideal for solo artists - **LLC (Limited Liability Company)** – suitable for multiple artists or scaling

Registration through a **Sanad Center** is the most cost-effective option.

Estimated basic setup costs (excluding visas & premium consultants): - SPC: **OMR 100 – 300** - LLC: **OMR 300 – 500**

1.6 Financial Snapshot (High-Level)

- **Estimated startup cost:** OMR 2,500 – 6,000
 - **Average price per drawing:** OMR 5 – 20
 - **Event daily revenue potential:** OMR 150 – 500+
 - **Break-even period:** 3 – 6 months
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1.7 Vision & Mission

Vision:

To become one of Oman's most recognized live-art and creative booth brands.

Mission:

To deliver memorable, personalized art experiences through live drawing services at events, public venues, and private celebrations.

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

2.1 Project Goals

Short-Term Goals (Months 0–6)

- Register the Drawing Booth business in Oman through a Sanad Center as an SPC or LLC
- Procure essential equipment for a professional booth setup (physical and/or digital)
- Secure regular placements in malls, weekend markets, and public events
- Build a recognizable brand presence on Instagram and WhatsApp
- Achieve break-even within the first 3–6 months

Medium-Term Goals (Months 7–24)

- Expand service offerings (digital prints, themed illustrations, corporate branding)
- Establish partnerships with event organizers, wedding planners, and schools
- Increase average order value through framing, premium paper, and bundles
- Participate in national festivals, exhibitions, and tourism events

Long-Term Goals (Years 3–5)

- Operate multiple artists/booths under one brand
- Offer corporate activations and long-term contracts
- Develop a centralized booking system and online portfolio
- Explore franchising or licensing the brand to other artists

2.2 Value Proposition

The Drawing Booth delivers **live, personalized art experiences** that combine entertainment, creativity, and emotional value.

Core Value Drivers: - Instant, custom-made artwork - Memorable experience (watching the art being created) - Suitable for all ages and occasions - Strong gift and souvenir appeal - Flexible formats (paper or digital)

2.3 Services & Pricing Strategy

A. Core Services

1. **Live Caricature Drawings**
2. Fun, exaggerated portraits
3. Time per drawing: 5–10 minutes
4. Price range: OMR 5 – 10 per person

5. Portrait Sketches (Realistic / Semi-Realistic)

- 6. Individuals, couples, families
- 7. Time per drawing: 10–20 minutes
- 8. Price range: OMR 8 – 20

9. Digital Illustrations

- 10. Drawn on tablet, printed or shared digitally
- 11. Optional color, backgrounds, themes
- 12. Price range: OMR 10 – 25

13. Themed & Event Art

- 14. Corporate logos, national days, weddings
- 15. Branded templates
- 16. Custom pricing per event

B. Bundles & Upsells

- Framed artwork: + OMR 3 – 5
- Premium paper / size upgrade: + OMR 2 – 4
- Family bundle (3–4 people): Discounted package

2.4 Equipment & Booth Setup

A. Physical Drawing Booth Setup

Item	Estimated Cost (OMR)
Folding table & chair	40 – 80
Display stand / banner	50 – 120
Lighting (LED ring / desk light)	30 – 70
Drawing tools & supplies	80 – 150
Portfolio display	20 – 50
Subtotal (Physical Booth)	220 – 470

B. Digital Drawing Booth Setup (Optional / Scalable)

Item	Estimated Cost (OMR)
Tablet (iPad / Android)	250 – 450
Stylus (Apple Pencil / equivalent)	40 – 70
Drawing software (one-time / annual)	20 – 50
Portable printer	120 – 250
Power bank / extension	30 – 60
Subtotal (Digital Setup)	460 – 880

2.5 Staff & Artist Structure

Solo Artist Model (Most Common)

- Owner is the primary artist
- Lowest cost, highest margins

Multi-Artist Model (Events & Growth)

Role	Responsibility
Lead Artist	Quality control & complex drawings
Assistant Artist	High-volume caricatures
Booth Assistant	Payments & customer flow

Compensation Models

- Fixed daily event fee (OMR 40 – 80 per artist)
- Revenue share (30% – 50% per artist)

2.6 Operational Workflow

1. Booth setup & branding
 2. Customer selection & order
 3. Live drawing session
 4. Delivery (paper / digital)
 5. Payment & feedback
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3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

3.1 Strengths

1. Low Capital Requirement

The Drawing Booth requires minimal startup investment compared to food, retail, or fixed-location businesses.

2. High Skill Value & Personalization

Live drawing is a talent-based service that is difficult to automate or commoditize, creating strong perceived value.

3. Mobility & Flexibility

The booth can operate in malls, events, weddings, schools, tourist areas, and private venues.

4. High Margins

Material costs are low while service pricing is premium due to customization and experience.

5. Strong Social Media Appeal

Live art creation is highly shareable on Instagram, TikTok, and Snapchat.

3.2 Weaknesses

1. Skill Dependency

Business performance depends heavily on the artist's speed, quality, and consistency.

2. Limited Daily Capacity

Each artist can only complete a fixed number of drawings per hour.

3. Income Variability

Revenue fluctuates depending on event schedules and footfall.

4. Brand Reliance on Individual Artist (Early Stage)

In solo-artist models, scaling is limited until more artists are trained.

3.3 Opportunities

1. Growing Events & Tourism Sector in Oman

Festivals, exhibitions, weddings, and corporate events are increasing year on year.

2. Corporate Branding & Activations

Companies seek interactive booths for launches and promotions.

3. Digital Art & Merchandise Expansion

Artwork can be converted into prints, gifts, NFTs, or digital assets.

4. School & Educational Programs

Art workshops and live demos offer recurring income opportunities.

5. Franchise or Artist Network Model

The brand can scale by onboarding trained artists under one system.

3.4 Threats

1. Imitation by Freelancers

Independent artists may offer similar services without formal structure.

2. Event Seasonality

Demand may slow outside peak festival and wedding seasons.

3. Pricing Pressure

Low-cost competitors may undercut prices.

4. Location & Permission Constraints

Mall and event approvals are required and may limit access.

3.5 Strategic Implications

- Strengths and opportunities support premium positioning and experiential marketing.
 - Weaknesses highlight the need for artist training and standardized styles.
 - Threats reinforce the importance of branding, contracts, and service differentiation.
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4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

All figures are estimates in OMR and conservative by design.

Actual performance depends on artist speed, location quality, event frequency, and pricing discipline.

4.1 One-Time Startup Costs

A. Business Registration & Legal Setup

Item	Estimated Cost (OMR)	Notes
Trade Name Reservation	10 – 20	MOCIIP
Commercial Registration	30 – 150	Reduced fees
Chamber of Commerce	100 – 200	1–2 years
Sanad Service Fees	50 – 100	Varies by center
Municipal / Event Permits	50 – 150	Activity-based
Total Registration	100 – 500	SPC or LLC

B. Booth & Equipment Setup

Option 1: Physical Drawing Booth

Item	Cost (OMR)
Table, chair, banner, lights	120 – 250
Drawing tools & materials	80 – 150
Portfolio & display	20 – 50
Subtotal (Physical)	220 – 450

Option 2: Digital Drawing Booth (Scalable)

Item	Cost (OMR)
Tablet & stylus	300 – 520
Software & licenses	20 – 50
Portable printer	120 – 250
Power & accessories	30 – 60
Subtotal (Digital)	470 – 880

◆ Total Estimated Startup Cost

- Physical-only model: ~ OMR 800 – 1,200

- **Physical + Digital model: ~ OMR 1,300 – 2,200**
- **Including branding, marketing & buffer: OMR 2,500 – 6,000**

4.2 Monthly Operating Expenses

Expense Category	Estimated Monthly Cost (OMR)
Artist compensation (if hired)	0 – 600
Consumables (paper, ink, frames)	80 – 150
Transport & logistics	60 – 120
Internet & phone	20 – 40
Marketing & ads	80 – 150
Maintenance & replacements	30 – 60
Miscellaneous	30 – 80
Total Monthly Expenses	300 – 1,200

(Owner-operated model sits at the lower end of the range.)

4.3 Revenue Assumptions

- Average price per drawing: **OMR 10** (blended)
 - Drawings per hour (average): **6 – 8**
 - Operating hours per day: **4 – 6**
 - Operating days:
 - Mall / public days: 8 – 12 days/month
 - Events & private bookings: 4 – 8 days/month
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4.4 Monthly Revenue Scenarios

Scenario	Monthly Revenue (OMR)
Conservative	1,200 – 1,800
Expected	2,500 – 3,500
Optimistic	4,500 – 6,000

4.5 Monthly Net Profit Estimates

Scenario	Revenue	Expenses	Net Profit
Conservative	1,500	700	800
Expected	3,000	900	2,100
Optimistic	5,500	1,200	4,300

4.6 Break-Even Analysis

- Initial investment: **OMR 2,500 – 6,000**
- Average monthly net profit (expected): **OMR 1,800 – 2,200**

 **Estimated break-even period: 3 – 6 months**

4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)	Notes
Year 1	30,000 – 40,000	18,000 – 22,000	Solo / single booth
Year 2	45,000 – 60,000	25,000 – 32,000	Regular events
Year 3	70,000 – 90,000	38,000 – 50,000	Multiple artists
Year 4	100,000 – 130,000	55,000 – 70,000	Corporate contracts
Year 5	150,000+	80,000 – 100,000	Brand scaling

5. Customer Analysis – Demographics, Behavior, Needs & Segmentation

5.1 Market Context (Oman)

The Drawing Booth operates within Oman's **experience-driven spending economy**, where customers increasingly value **memories, personalization, and shareable moments**. Demand is strongest in malls, festivals, weddings, tourism zones, and corporate events.

Key drivers in Oman: - High mall footfall, especially evenings and weekends - Strong wedding & family celebration culture - Growing corporate event and brand-activation market - High social media usage among youth and families

5.2 Customer Demographics

A. Age Groups

1. **Children & Teenagers (6–17 years)**
 2. Primary buyers through parents
 3. Strong demand for fun caricatures
 4. High volume during weekends & school holidays
 5. **Young Adults (18–30 years)**
 6. Social-media driven
 7. Purchase for self, friends, and gifting
 8. High interest in digital & stylized art
 9. **Adults & Families (31–50 years)**
 10. Purchase as souvenirs, gifts, or family portraits
 11. Value quality, cleanliness, and professionalism
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B. Income Segments

Segment	Monthly Income (OMR)	Buying Behavior
Budget	< 400	Small caricatures
Middle	400 – 900	Portraits, bundles
Upper-Middle	900+	Premium, framed, events

5.3 Customer Behavior Analysis

Purchase Motivations

- Emotional connection & memories
- Entertainment value (watching the artist)
- Unique, personalized gift
- Social media content creation

Purchase Timing

- Malls: 5:00 PM – 10:00 PM
- Weekends & holidays: Peak demand
- Events & weddings: Pre-booked, high ticket size

Decision Triggers

- Visible booth & live drawing
 - Clear pricing display
 - Artist speed & friendliness
 - Samples / portfolio visibility
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5.4 Customer Needs & Pain Points

Core Needs

- Quick turnaround time
- Clear pricing (no negotiation confusion)
- Professional presentation
- Safe, family-friendly environment

Pain Points Solved

- Generic gifts with low emotional value
 - Long wait times at other attractions
 - Lack of personalized souvenirs
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5.5 Customer Segmentation

Segment 1: Mall Walk-in Customers

- Impulse buyers
- Prefer caricatures
- Price-sensitive but high volume

Segment 2: Event & Festival Clients

- Higher willingness to pay
- Bulk & repeat orders
- Require reliability & speed

Segment 3: Weddings & Private Events

- Premium pricing accepted
- Family portraits & keepsakes
- Advance bookings

Segment 4: Corporate & Brand Clients

- B2B contracts
- Brand-themed artwork

- Recurring opportunities

5.6 Customer Personas

Persona 1 – Sara (University Student, 22) - Visits malls on weekends - Loves Instagram content - Buys caricatures with friends

Persona 2 – Khalid (Father, 38) - Buys family portraits - Values hygiene & professionalism - Purchases during weekends

Persona 3 – HR Manager (Corporate Client) - Needs interactive employee engagement - Budget-approved events - Prefers digital & branded art

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

6.1 Brand Positioning & Identity

Positioning Statement:

A live-art drawing booth delivering joyful, personalized memories through fast, professional, and shareable artwork.

Brand Personality: - Creative & friendly - Family-safe & professional - Fast yet premium - Social-media savvy

Brand Assets: - Short, memorable bilingual brand name - Clean booth design with visible samples - Artist uniform / apron - Branded packaging (sleeves, frames, digital watermark)

6.2 Targeting Strategy

Segment	Objective	Core Message
Mall Walk-ins	Volume	Fun, instant, affordable
Events & Festivals	Margin	Interactive crowd-puller
Weddings & Private Events	Premium	Keepsake memories
Corporate Clients	Contracts	Branded engagement

6.3 Pricing Strategy

Model: Tiered value pricing

- Caricatures: **OMR 5 – 10**
- Portrait sketches: **OMR 8 – 20**
- Digital + print bundles: **OMR 15 – 30**
- Event packages: **OMR 150 – 600+ per day**

Tactics: - Clear menu board to reduce friction - Bundles for families & groups - Premium upsells (frames, color, larger size)

6.4 Marketing Channels

A. Digital (Primary)

1. **Instagram & TikTok**
 2. Live drawing reels & time-lapses
 3. Daily location stories
 4. Customer reactions & before/after shots
 5. **WhatsApp Business**
 6. Instant inquiries & bookings
 7. Price lists & samples
 8. Event coordination
 9. **Google Maps / Portfolio Page**
 10. Discoverability
 11. Reviews & credibility
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B. On-Ground & Partnerships

- Mall management tie-ups
 - Event organizers & wedding planners
 - Schools & community centers
 - Tourism & festival committees
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6.5 Promotions & Customer Retention

Launch (First 60–90 Days): - Opening-week discounts - Free digital copy with every drawing - Influencer demo days

Ongoing: - Loyalty stamps (Buy 5, Get 1) - Seasonal themes (National Day, Eid) - Referral discounts

6.6 Sales Growth Roadmap (5 Years)

Year	Focus	Outcome
Year 1	Awareness & proof	Stable bookings
Year 2	Events & weddings	Higher margins
Year 3	Multi-artist	Capacity scale
Year 4	Corporate retainers	Predictable revenue
Year 5	Franchise / licensing	Brand expansion

6.7 Marketing Budget Allocation

- Digital ads: **OMR 80 – 150 / month**
 - Influencers & content: **OMR 50 – 100 / month**
 - Printing & booth visuals: **OMR 30 – 60 / month**
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7. Conclusion & Implementation Timeline

7.1 Execution Timeline

Phase	Duration
Business Registration	1–2 weeks
Equipment & Branding	1–2 weeks
Partnerships & Bookings	2–4 weeks
Soft Launch	1 week
Full Operations	Month 2

7.2 Final Remarks

The Drawing Booth business in Oman is a **low-risk, high-margin, experience-led venture** with fast break-even and strong scalability. By combining artistic talent with disciplined branding, pricing, and partnerships, the business can grow from a solo booth into a multi-artist brand serving malls, events, and corporate clients nationwide.

Business Plan Completed

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

Next steps available: - Investor pitch deck - Event-rate card & contracts - Artist SOPs & training guide - Franchise-ready documentation