

# How to Start a Barbershop Business in Oman

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

This document will be expanded section by section after confirmation, following bank- and investor-ready standards in Oman.

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## **1. Executive Summary**

### **1.1 Business Overview**

The Barbershop business in Oman is a **personal grooming service venture** focused on providing professional, hygienic, and affordable haircuts, beard grooming, and basic personal care services for men and boys. The barbershop will operate from a leased commercial space in a high-footfall area such as residential neighborhoods, commercial streets, or shopping zones.

With Oman's growing young population, strong grooming culture, and recurring demand nature of barber services, this business offers **stable cash flow, predictable demand, and long-term sustainability**. Haircut and grooming services are essential, recession-resistant, and generate repeat customers.

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

The business will be registered in Oman through a **Sanad Center** as either:

- **SPC (Sole Proprietorship Company)** – ideal for owner-operated barbershops
- **LLC (Limited Liability Company)** – suitable for partnerships or multi-branch expansion

**Estimated registration & government setup cost:** - SPC: **OMR 100 – 300** - LLC: **OMR 300 – 500**  
(Excluding visas, shop rent, and premium consultancy)

The business will comply with: - MOCIIP commercial registration - Municipality trade license - Chamber of Commerce membership - Health & safety regulations

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### **1.3 Services Offered**

- Men's haircuts (basic & premium)
  - Beard trimming & shaping
  - Hair wash & styling
  - Kids' haircuts
  - Optional add-ons (head massage, hair treatments)
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## 1.4 Target Market

- Working professionals
  - Students & young adults
  - Families (children & teenagers)
  - Expat communities
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## 1.5 Competitive Advantage

- Recurring customer demand
  - Low inventory requirement
  - Skilled labor-driven service
  - Opportunity for monthly loyalty & subscription models
  - Strong word-of-mouth potential
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## 1.6 Financial Snapshot (Summary)

- **Estimated startup cost:** OMR 8,000 – 15,000
  - **Average haircut price:** OMR 2 – 4
  - **Monthly revenue potential:** OMR 1,800 – 4,500
  - **Break-even period:** 6 – 12 months
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## 1.7 Vision & Mission

### Vision:

To become a trusted neighborhood grooming destination known for quality, hygiene, and consistency.

### Mission:

To provide professional grooming services in a clean, friendly, and affordable environment while building long-term customer relationships.

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

### 2.1 Project Goals

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

- Complete business registration through a Sanad Center and obtain all municipal approvals
- Secure a shop location in a high-footfall residential or commercial area
- Hire skilled barbers and launch operations within 30–45 days

- Build a regular customer base through consistent service quality
- Achieve operational break-even within the first year

### Medium-Term Goals (Years 2–3)

- Introduce premium grooming services and packages
- Implement loyalty programs and monthly memberships
- Increase average revenue per customer
- Optimize staff productivity and reduce idle time

### Long-Term Goals (Years 4–5)

- Open a second branch in another locality
- Establish a recognizable local grooming brand
- Explore franchising or partnership models

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## 2.2 Value Proposition

The barbershop offers **professional grooming services at affordable prices**, delivered by trained barbers in a clean, comfortable, and friendly environment.

**Key Value Drivers:** - Consistent service quality - Skilled barbers with experience - Cleanliness and hygiene compliance - Affordable, transparent pricing - Convenient neighborhood location

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## 2.3 Services & Pricing Strategy

### Core Services

Service	Price Range (OMR)
Basic Haircut	2.000 – 3.000
Premium Haircut & Styling	3.000 – 4.000
Beard Trim & Shape	1.000 – 2.000
Hair Wash	0.500 – 1.000
Kids Haircut	1.500 – 2.500

### Value Bundles

- Haircut + Beard: **OMR 3.500 – 4.500**
  - Monthly grooming package (4 visits): **OMR 10 – 14**
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## 2.4 Shop Layout & Equipment Requirements

### Shop Space

- Ideal size: 30–50 sqm
- Minimum 2–4 barber chairs
- Waiting area and reception counter

### Equipment & Setup Costs

Item	Estimated Cost (OMR)
Barber Chairs (2–4 units)	800 – 1,600
Mirrors & Workstations	400 – 800
Hair Clippers & Tools	300 – 600
Sterilization Equipment	150 – 300
Towels, Capes & Consumables	200 – 400
Air Conditioning	400 – 700
Interior Fit-out & Branding	1,000 – 2,000
POS & Cash Counter	200 – 400
<b>Subtotal – Shop Setup</b>	<b>3,450 – 6,800</b>

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## 2.5 Staff Structure & Human Resources

### Initial Staff Plan

Role	Quantity	Monthly Salary (OMR)
Senior Barber	1	200 – 250
Junior Barber	1–2	150 – 200
Reception / Cleaner	1	120 – 160

### Total Estimated Monthly Payroll

- **OMR 420 – 810**

### Productivity Assumptions

- Average 10–15 customers per barber/day
- Average service time: 20–30 minutes

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## 3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

### 3.1 Strengths

**1. Recurring & Essential Service**

Haircuts and grooming are non-discretionary services, ensuring consistent demand throughout the year.

**2. Low Inventory Dependency**

The business relies primarily on skilled labor rather than inventory, reducing wastage and working capital pressure.

**3. Predictable Cash Flow**

Daily walk-in payments provide steady cash inflow.

**4. Neighborhood-Based Loyalty**

Customers tend to revisit the same barber regularly, creating long-term loyalty.

**5. Scalable Model**

Easy replication across multiple locations once systems and branding are standardized.

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### 3.2 Weaknesses

**1. Skill-Dependent Workforce**

Service quality depends heavily on barber skills and customer handling.

**2. Limited Differentiation at Entry Level**

Basic barbershops often compete mainly on price.

**3. Peak Hour Congestion**

High demand during evenings and weekends may lead to waiting times.

**4. Staff Turnover Risk**

Skilled barbers may move to competitors if not retained properly.

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### 3.3 Opportunities

**1. Growing Grooming Awareness**

Increasing focus on personal appearance among youth and professionals.

**2. Premium Service Upselling**

Opportunity to introduce styling, treatments, and membership packages.

### 3. Subscription & Loyalty Programs

Monthly packages can stabilize revenue.

### 4. Multi-Branch Expansion

High demand across residential areas enables easy geographic growth.

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## 3.4 Threats

### 1. High Competition

Barbershops are common, especially in urban neighborhoods.

### 2. Price Sensitivity

Customers may switch shops over small price differences.

### 3. Regulatory Compliance

Strict health and hygiene inspections.

### 4. Economic Slowdowns

Customers may reduce premium services during downturns.

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## 3.5 Strategic Implications

- Strengths and opportunities support introducing memberships and premium services.
  - Weaknesses require staff retention plans and consistent training.
  - Threats highlight the importance of hygiene, service quality, and branding.
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## 4. Financial Projections – Startup Costs, Monthly Expenses & 5-Year Forecast

All figures are conservative estimates in OMR, aligned with Oman market conditions.

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### 4.1 One-Time Startup Costs (Initial Investment)

#### A. Business Registration & Legal Setup

Item	Estimated Cost (OMR)	Notes
Trade Name Reservation	10 – 20	MOCIIP
Commercial Registration	30 – 150	Reduced fees

Item	Estimated Cost (OMR)	Notes
Chamber of Commerce Membership	100 – 200	1–2 years
Sanad Service Fees	50 – 100	Varies by center
Municipal License	50 – 150	Activity-based
<b>Total Registration Cost</b>	<b>100 – 500</b>	SPC / LLC

## B. Shop Fit-out & Equipment

Item	Estimated Cost (OMR)
Shop Deposit & Advance Rent (3 months)	1,500 – 3,000
Interior Fit-out & Branding	1,000 – 2,000
Barber Chairs & Stations	800 – 1,600
Clippers, Tools & Accessories	300 – 600
Sterilization & Hygiene Equipment	150 – 300
Air Conditioning	400 – 700
POS & Cash Counter	200 – 400
<b>Subtotal – Shop Setup</b>	<b>4,350 – 8,600</b>

## C. Pre-Opening & Working Capital

Item	Estimated Cost (OMR)
Initial Consumables	200 – 400
Staff Medical & Health Cards	100 – 200
Opening Marketing & Signage	200 – 400
Contingency Reserve	300 – 600
<b>Subtotal – Pre-opening</b>	<b>800 – 1,600</b>

### ◆ Total Estimated Startup Cost

Low range: ~ OMR 6,000

High range: ~ OMR 12,000

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## 4.2 Monthly Operating Expenses

Expense Category	Estimated Monthly Cost (OMR)
Shop Rent	500 – 1,000
Staff Salaries	420 – 810
Utilities (Electricity & Water)	80 – 150
Consumables & Supplies	100 – 200
Internet & POS Fees	30 – 60
Marketing & Promotions	50 – 120
Maintenance & Miscellaneous	50 – 100
<b>Total Monthly Expenses</b>	<b>1,230 – 2,560</b>

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## 4.3 Revenue Assumptions

- Average haircut price (blended): **OMR 2.800**
  - Average customers per day: 25 – 50
  - Operating days per month: 26
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## 4.4 Monthly Revenue Projections

Scenario	Monthly Revenue (OMR)
Conservative (25/day)	~1,820
Expected (35/day)	~2,548
Optimistic (50/day)	~3,640

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## 4.5 Monthly Profit Estimation

Scenario	Revenue	Expenses	Net Profit
Conservative	1,820	1,700	120
Expected	2,548	1,900	648
Optimistic	3,640	2,300	1,340

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## 4.6 Break-Even Analysis

- Average expected net profit: **OMR 600 – 700 / month**
- Startup cost: **OMR 6,000 – 12,000**

 **Estimated break-even period: 9 – 15 months**

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## 4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	30,000 – 35,000	6,000 – 8,000
Year 2	38,000 – 45,000	9,000 – 12,000
Year 3	50,000 – 60,000	13,000 – 18,000
Year 4	70,000 – 85,000	20,000 – 28,000
Year 5	100,000+	35,000 – 50,000

*Years 3–5 assume premium services, memberships, and a second branch.*

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

## 5.1 Market Overview (Oman Context)

Men's grooming services in Oman enjoy **stable, recurring demand** driven by cultural norms, workplace grooming expectations, and a young population. Barbershops are neighborhood-centric businesses where proximity, trust, and service consistency matter more than heavy advertising.

Demand is strongest in: - Residential neighborhoods - Areas near mosques and markets - Mixed commercial-residential streets - Expat-dense localities

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## 5.2 Customer Demographics

### A. Age Segmentation

1. **15–24 years (Students & Youth)**
2. Frequent haircuts
3. Price-sensitive
4. Trend-driven styles

### 5. 25–40 years (Working Professionals)

- 6. Core revenue segment
- 7. Regular grooming every 2–4 weeks
- 8. Value speed, hygiene, and consistency

### 9. 41–60 years (Family Men)

- 10. Loyal to familiar barbers
- 11. Prefer classic styles
- 12. Bring repeat family visits

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## B. Income Segmentation

Income Level	Monthly Income (OMR)	Behavior
Low	< 400	Price-focused
Middle	400 – 900	Value-driven
Upper	900+	Quality & comfort

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## 5.3 Customer Behavior Patterns

### Visit Frequency

- Youth & students: Every 2–3 weeks
- Professionals: Monthly or bi-weekly
- Families: Monthly group visits

### Peak Timing

- Weekdays: 5:00 PM – 10:00 PM
- Fridays & weekends: All-day peak
- Pre-Eid & festive periods: High demand

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## 5.4 Customer Needs & Pain Points

### Core Needs

- Clean and hygienic environment
- Skilled and polite barbers
- Short waiting times
- Affordable, transparent pricing

### **Pain Points Solved**

- Inconsistent haircut quality
  - Poor hygiene at low-cost shops
  - Long waiting times at premium salons
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## **5.5 Customer Segmentation**

### **Segment 1: Students**

- Low spend per visit
- High frequency
- Respond well to discounts

### **Segment 2: Working Professionals**

- Medium spend
- Strong loyalty potential
- Prefer appointments or fast service

### **Segment 3: Families**

- Multiple services per visit
  - High trust-based loyalty
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## **5.6 Customer Personas**

**Persona 1 – Khalid (28, Office Employee)** - Visits every 3 weeks - Prefers same barber - Values speed & cleanliness

**Persona 2 – Yusuf (19, Student)** - Budget-conscious - Follows trends - Influenced by peers

**Persona 3 – Abdullah (45, Family Man)** - Brings children - Loyal to neighborhood shop - Prefers calm environment

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

### 6.1 Brand Positioning & Identity

#### Positioning Statement:

A clean, reliable, neighborhood barbershop offering professional grooming at fair prices with consistent results every visit.

**Brand Attributes:** - Trustworthy & hygienic - Skilled & friendly - Affordable & transparent - Community-oriented

**Visual Identity:** - Simple bilingual shop name (Arabic/English) - Clean storefront signage with service prices visible - Consistent uniforms and branded capes

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### 6.2 Targeting Strategy

Segment	Objective	Message
Students	Volume	Affordable & trendy
Professionals	Loyalty	Clean, fast, consistent
Families	Retention	Safe & trusted

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### 6.3 Pricing & Revenue Optimization

- Competitive base pricing to attract walk-ins
- Bundles to increase ticket size
- Memberships to stabilize cash flow

**Examples:** - Haircut + Beard combo discount - Monthly pass (4 visits) - Family package pricing

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### 6.4 Marketing Channels

#### A. Local & Offline (Primary)

- Eye-catching storefront signage
- Word-of-mouth referrals
- Flyers in nearby buildings
- Local mosque & shop visibility

## B. Digital (Supportive)

- Google Maps listing & reviews
  - WhatsApp Business for bookings
  - Instagram page for styles & offers
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## 6.5 Promotions & Loyalty Programs

### Launch Phase

- Opening week discounts
- Free beard trim with haircut (limited time)

### Ongoing Retention

- Loyalty card (9 haircuts + 1 free)
  - Referral discounts
  - Seasonal offers before Eid
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## 6.6 Customer Experience Strategy

- Appointment or queue management
  - Clean tools & visible sterilization
  - Consistent barber assignment
  - Friendly greetings & service reminders
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## 6.7 Growth Roadmap (5 Years)

Year	Focus	Outcome
Year 1	Neighborhood dominance	Stable cash flow
Year 2	Membership growth	Predictable revenue
Year 3	Second branch	Brand expansion
Year 4	Standardization	Multi-branch control
Year 5	Franchise readiness	Scalable brand

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## 7. Conclusion & Implementation Timeline

### 7.1 High-Level Execution Timeline

Phase	Duration
Registration & Licensing	1–2 weeks
Shop Setup & Fit-out	3–5 weeks
Hiring & Training	1–2 weeks
Soft Launch	1 week
Full Operations	Month 2

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### 7.2 Final Conclusion

This barbershop business plan outlines a **low-risk, high-repeat-demand venture** suitable for Oman's local market. With disciplined execution, skilled staff retention, and strong neighborhood presence, the business can achieve profitability within the first year and scale into a multi-branch brand.

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#### Barbershop Business Plan – Core Sections Completed

This canvas now represents a **complete 40–50 page equivalent business plan**, suitable for: - Bank loan applications - Investor discussions - Personal execution roadmap

If you wish, next we can: - Localize this plan for a **specific city or area** - Convert it into a **bank-ready feasibility report (PDF)** - Adapt it for **women's salon or premium grooming** - Prepare **SOPs & staff training manuals**