

How to Start a First Aid Center in Oman

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

This document will be built section by section with your confirmation, exactly like the Sandwich Food Truck plan.

1. Executive Summary

1.1 Business Overview

The First Aid Center is a specialized healthcare-support service focused on providing **basic emergency response, first aid treatment, occupational health support, and first aid training** in Oman. The center will serve individuals, companies, schools, construction sites, industrial facilities, events, and remote workplaces.

The business addresses a critical need created by: - Oman's expanding construction and industrial sectors - Mandatory workplace safety requirements - Increased awareness of occupational health & safety (OHS) - Demand for certified first aid training and compliance services

The First Aid Center will operate from a **licensed clinical or training facility**, supported by **mobile first aid units** for on-site services and events.

1.2 Business Objectives

- Establish a licensed First Aid Center compliant with Oman Ministry of Health (MOH) regulations
 - Provide rapid, professional first aid services and training
 - Partner with companies to meet HSE and safety compliance requirements
 - Become a trusted name in occupational first aid and emergency readiness
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1.3 Services Offered

Core Services: - On-site first aid treatment - Emergency stabilization (non-hospital) - First aid room setup & management - Workplace first aid coverage (monthly contracts) - Event medical & first aid coverage

Training & Certification Services: - Basic First Aid & CPR training - Workplace First Aider certification - Fire & safety awareness training - Emergency response drills

1.4 Target Market

- Construction & infrastructure companies

- Oil & gas contractors
 - Factories & warehouses
 - Schools, colleges & universities
 - Event organizers
 - Corporate offices
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1.5 Legal Structure

The business will be registered in Oman as: - **SPC (Sole Proprietorship Company)** – suitable for owner-operated model - **LLC (Limited Liability Company)** – recommended for contracts & scalability

Registration will be completed through a **Sanad Center**, supported by approvals from: - Ministry of Commerce, Industry & Investment Promotion (MOCIIP) - Ministry of Health (MOH) - Local Municipality

1.6 Registration & Setup Cost Snapshot (OMR)

- SPC Registration: **OMR 100 – 300**
- LLC Registration: **OMR 300 – 500**
- MOH & Medical Licensing: **OMR 300 – 800** (approx.)
- Municipality License: **OMR 50 – 150**

Excludes visas, office lease, and specialist consultants.

1.7 Financial Snapshot (High-Level)

- Estimated startup investment: **OMR 25,000 – 45,000**
 - Monthly revenue potential: **OMR 3,000 – 8,000**
 - Break-even period: **12 – 24 months**
 - High-margin recurring revenue via corporate contracts
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1.8 Vision & Mission

Vision:

To enhance workplace safety and emergency readiness across Oman through professional first aid services and training.

Mission:

To deliver reliable, compliant, and high-quality first aid solutions that protect lives and support organizational safety standards.

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

2.1 Project Goals

Short-Term Goals (Year 1)

- Complete business registration via Sanad Center and obtain all mandatory approvals (MOCIIP, MOH, Municipality)
- Establish a fully licensed First Aid Center with training and treatment capability
- Recruit certified medical and training staff
- Secure at least 5-10 corporate service contracts
- Launch accredited first aid & CPR training programs

Medium-Term Goals (Years 2-3)

- Expand mobile first aid coverage services for construction sites and events
- Introduce annual retainer contracts for companies and institutions
- Build strong partnerships with HSE consultants and facility management companies
- Achieve stable monthly recurring revenue

Long-Term Goals (Years 4-5)

- Open additional branches or mobile units in other governorates
- Become an approved training partner for large organizations
- Develop advanced emergency response and occupational health programs
- Position the brand as a national leader in first aid and safety services

2.2 Value Proposition

The First Aid Center provides **professional, compliant, and rapid-response first aid solutions** that help organizations meet legal safety requirements while protecting lives.

Core Value Drivers: - Compliance with Oman MOH and workplace safety standards - Certified and trained medical professionals - On-site and mobile service capability - Customizable corporate safety packages - Reliable response times and documentation

2.3 Services Portfolio

A. Clinical & On-Site First Aid Services

- Immediate first aid treatment for minor injuries
- Emergency stabilization until ambulance transfer
- On-site first aid rooms management
- Workplace injury reporting and documentation

B. Corporate & Industrial Coverage

- Full-time or part-time first aiders on-site
- Monthly and annual service contracts
- Construction site and industrial coverage
- Remote site first aid support

C. Event Medical Coverage

- Public and private event first aid stations
- Crowd medical support
- Sports and festival coverage

D. Training & Certification Services

- Basic First Aid & CPR
 - Workplace First Aider certification
 - Emergency response drills
 - Fire safety and evacuation awareness
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2.4 Facility & Infrastructure Requirements

A. Physical Facility

- Reception & waiting area
- First aid treatment room
- Training classroom (10-20 participants)
- Storage for medical supplies
- Administration office

Estimated facility size: 80-120 sqm

B. Equipment & Medical Supplies (Indicative)

- First aid beds & stretchers
 - Automated External Defibrillator (AED)
 - Oxygen cylinders
 - Trauma kits and emergency bags
 - Training mannequins (CPR)
 - Medical cabinets and refrigerators
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2.5 Mobile First Aid Units

- Fully equipped response vehicle(s)
- Portable first aid kits and AEDs

- Communication devices

Mobile units enable service delivery to: - Construction sites - Industrial zones - Events and public gatherings

2.6 Staff Structure & Human Resources

Core Team Structure

- 1. Center Manager / Operations Head**
 2. Overall operations & compliance
 3. Corporate contracts & coordination
 - 4. Registered Nurse / Paramedic (2–4 staff)**
 5. First aid treatment
 6. On-site coverage
 7. Event support
 - 8. Certified First Aid Trainer**
 9. Training delivery
 10. Certification & assessments
 - 11. Admin & Sales Coordinator**
 12. Client handling
 13. Scheduling & documentation
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Estimated Monthly Staff Cost (OMR)

- Nurse / Paramedic: 400 – 600 (each)
- Trainer: 500 – 700
- Admin: 250 – 350

Estimated total payroll: OMR 1,800 – 3,500 / month

2.7 Compliance & Operating Procedures

- MOH facility licensing and inspection
- Staff professional certification validation
- Equipment maintenance logs
- Incident reporting systems

- Confidentiality and data protection
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3. SWOT Analysis – Strengths, Weaknesses, Opportunities & Threats

3.1 Strengths

1. Essential & Compliance-Driven Service

First aid and emergency readiness are mandatory for many workplaces in Oman, creating consistent demand.

2. Recurring Revenue Model

Corporate retainers, annual contracts, and training renewals provide predictable cash flow.

3. High Trust & Credibility Sector

Healthcare-support services benefit from strong perceived value and long-term client relationships.

4. Scalable Service Mix

Ability to expand from a fixed center to mobile units, events, and multi-location operations.

5. Relatively Low Competition (Specialized)

Compared to clinics and hospitals, dedicated first aid centers are fewer and niche-focused.

3.2 Weaknesses

1. Regulatory Dependency

Strong reliance on MOH approvals and inspections can delay setup or expansion.

2. Skilled Staff Dependency

Operations depend on certified nurses, paramedics, and trainers.

3. Higher Initial Fixed Costs

Medical equipment, facility fit-out, and licensing increase startup investment.

4. Brand Trust Takes Time

New centers must work harder to gain credibility with large corporate clients.

3.3 Opportunities

1. Growing Construction & Industrial Activity

Infrastructure, logistics, and industrial projects require ongoing first aid coverage.

2. Increased Safety Awareness

Organizations are investing more in employee health, safety, and compliance.

3. Training & Certification Demand

Regular renewal of first aid certifications creates repeat business.

4. Event & Public Gathering Growth

Festivals, exhibitions, sports events, and conferences require medical coverage.

5. Partnerships with HSE Consultants

Collaborations create steady lead pipelines.

3.4 Threats

1. Regulatory Changes

Updates to MOH or municipal regulations may increase compliance costs.

2. Staff Turnover

Loss of trained medical personnel can disrupt service delivery.

3. Price Competition in Training Services

Low-cost trainers may undercut pricing.

4. Liability & Risk Exposure

Operational errors can lead to legal or reputational damage.

3.5 Strategic Implications of SWOT

- Strengths and opportunities support a **contract-first growth strategy**.
 - Weaknesses require robust HR planning, SOPs, and compliance management.
 - Threats highlight the importance of insurance, documentation, and quality assurance.
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4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

All figures are indicative estimates in OMR and intentionally conservative.

Actual performance depends on contracts secured, utilization, and compliance timelines.

4.1 One-Time Startup Costs (Initial Investment)

A. Business Registration & Licensing

Item	Estimated Cost (OMR)	Notes
Trade Name Reservation	10 – 20	MOCIIP
Commercial Registration	30 – 150	SPC / LLC
Chamber of Commerce	100 – 200	1-2 years
Sanad Service Fees	50 – 100	Processing
Municipality License	50 – 150	Activity-based
MOH Facility License & Inspection	300 – 800	Medical approval
Total – Registration & Licensing	540 – 1,520	

B. Facility Fit-out & Equipment

Item	Estimated Cost (OMR)
Facility Fit-out (80–120 sqm)	3,000 – 6,000
Medical Beds & Stretchers	800 – 1,500
AED Units (1–2)	600 – 1,200
Oxygen Cylinders & Regulators	400 – 800
Trauma & Emergency Kits	600 – 1,000
Medical Storage & Refrigeration	300 – 600
Training Equipment (CPR mannequins)	800 – 1,500
IT, CCTV & Access Control	400 – 800
Subtotal – Facility & Equipment	6,900 – 14,900

C. Vehicles & Mobile Units

Item	Estimated Cost (OMR)
Mobile First Aid Vehicle (used/new)	6,000 – 12,000
Vehicle Medical Fit-out	1,000 – 2,000
Portable AEDs & Kits	600 – 1,200

Item	Estimated Cost (OMR)
Subtotal - Mobile Unit	7,600 – 15,200

D. Pre-Opening & Contingency

Item	Estimated Cost (OMR)
Initial Medical Consumables	500 – 1,000
Staff Licensing & Health Cards	200 – 400
Insurance (Liability & Medical)	400 – 800
Launch Marketing	300 – 600
Contingency Reserve	500 – 1,000
Subtotal – Pre-opening	1,900 – 3,800

◆ Total Estimated Startup Investment

Low range: ~ OMR 25,000

High range: ~ OMR 45,000

4.2 Monthly Operating Expenses

Expense Category	Estimated Monthly Cost (OMR)
Staff Salaries	1,800 – 3,500
Facility Rent	600 – 1,200
Medical Consumables	300 – 600
Fuel & Vehicle Costs	150 – 300
Utilities & Internet	100 – 200
Insurance (monthly avg.)	80 – 150
Marketing & Sales	150 – 300
Maintenance & Compliance	100 – 200
Total Monthly Expenses	3,280 – 6,950

4.3 Revenue Streams

1. Corporate Contracts (Monthly Retainers)

2. OMR 500 – 2,000 per client

3. Training & Certification Programs

4. OMR 25 – 60 per participant

5. Event Medical Coverage

6. OMR 150 – 800 per event/day

7. Ad-hoc On-site Services

8. OMR 100 – 300 per visit

4.4 Expected Monthly Revenue Scenarios

Scenario	Monthly Revenue (OMR)
Conservative	3,000
Expected	5,500
Optimistic	8,000

4.5 Estimated Monthly Profit

Scenario	Revenue	Expenses	Net Profit
Conservative	3,000	3,500	(500)
Expected	5,500	4,200	1,300
Optimistic	8,000	6,000	2,000

4.6 Break-Even Analysis

- Average monthly net profit (expected case): **OMR 1,200 – 1,500**
- Startup investment: **OMR 25,000 – 45,000**

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

4.7 Five-Year Financial Forecast (Summary)

Year	Revenue (OMR)	Net Profit (OMR)
Year 1	55,000 – 65,000	8,000 – 12,000
Year 2	80,000 – 95,000	15,000 – 22,000
Year 3	110,000 – 130,000	25,000 – 35,000
Year 4	150,000 – 180,000	40,000 – 55,000
Year 5	200,000+	60,000 – 85,000

Years 3–5 assume additional contracts, mobile units, and training scale.

5. Customer Analysis – Corporate, Institutional & Public Segments

5.1 Market Context (Oman)

Demand for professional first aid services in Oman is driven primarily by **regulatory compliance, risk management, and reputational responsibility**. Unlike consumer healthcare, purchasing decisions are largely **B2B and institutional**, made by safety managers, HR departments, project managers, and procurement teams.

Key demand drivers include:

- Workplace safety regulations and audits
- HSE requirements in construction, oil & gas, logistics, and manufacturing
- Mandatory first aid coverage for events and public gatherings
- Periodic renewal of training certifications

5.2 Primary Customer Segments

Segment A: Construction & Infrastructure Companies

Profile: - Small to large contractors, subcontractors, and project JV entities - High-risk work environments

Needs: - On-site first aiders - Rapid response capability - Compliance documentation

Buying Behavior: - Contract-based (monthly/annual) - Decision-makers: Project Manager, HSE Manager

Segment B: Oil, Gas & Industrial Companies

Profile: - EPC contractors, service providers, plants, warehouses

Needs: - Highly trained personnel - Emergency preparedness - Audit-ready documentation

Buying Behavior: - Long-term retainers - Strict vendor qualification processes

Segment C: Corporate Offices & Business Parks

Profile: - Offices, banks, IT parks, business centers

Needs: - First aid room setup - Periodic staff training - Low-disruption services

Buying Behavior: - Annual contracts - Cost vs compliance focused

Segment D: Educational Institutions

Profile: - Schools, colleges, universities

Needs: - Student safety - Trained staff - Event medical coverage

Buying Behavior: - Tender or approval-based - High trust requirement

Segment E: Event Organizers & Public Functions

Profile: - Festivals, exhibitions, sports events, conferences

Needs: - Temporary first aid stations - Crowd medical support

Buying Behavior: - Short-term, high-margin - Time-sensitive decisions

5.3 Customer Needs & Pain Points

Common Needs Across Segments: - Regulatory compliance - Reliability and response time - Professional documentation - Cost predictability

Pain Points Solved: - In-house staffing burden - Inconsistent training quality - Audit and inspection risk - Liability exposure

5.4 Decision-Makers & Influencers

Segment	Decision-Maker	Influencer
Construction	Project / HSE Manager	Client auditor
Oil & Gas	Safety Head	Corporate compliance

Segment	Decision-Maker	Influencer
Corporates	HR / Admin	Legal / Insurance
Schools	Management	Parents / regulators
Events	Organizer	Municipality

5.5 Buying Cycle

1. Compliance trigger or incident
 2. Vendor search & shortlisting
 3. Credential and price evaluation
 4. Trial / pilot engagement
 5. Contract signing and renewal
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5.6 Customer Retention Factors

- Consistent service quality
 - Clear reporting & documentation
 - Rapid response during incidents
 - Competitive contract pricing
 - Long-term relationship management
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6. Customized Marketing & Sales Strategy - Contracts, Tenders & Growth

6.1 Go-To-Market Strategy (B2B First)

The First Aid Center will adopt a **contract-first, compliance-led sales strategy**, prioritizing long-term retainers over ad-hoc work.

Primary Objectives: - Secure recurring monthly contracts - Become an approved vendor for target sectors - Build credibility through compliance and performance

6.2 Sales Channels

A. Direct B2B Sales (Primary Channel)

- Targeted outreach to construction sites, factories, and business parks
- Meetings with HSE Managers, HR Heads, and Project Managers

- Site audits and free initial assessments to demonstrate value

Tools: - Company profile & compliance dossier - Service packages with clear SLAs - Incident reporting templates

B. Vendor Registration & Tenders

- Registration on corporate vendor portals
- Municipality and event-organizer vendor lists
- Tender submissions for schools, universities, and government-linked entities

Success Factors: - Complete MOH compliance - Competitive but transparent pricing - Strong documentation and references

C. Partnerships & Referrals

- HSE consultants and safety auditors
- Facility management companies
- Event management agencies
- Insurance brokers

Referral commissions or bundled services can accelerate client acquisition.

6.3 Service Packaging & Pricing Models

A. Corporate Retainer Packages (Indicative)

Package	Services Included	Monthly Fee (OMR)
Basic	Periodic visits + reporting	500 – 800
Standard	On-site first aider + training	900 – 1,300
Premium	Full coverage + audits + drills	1,500 – 2,000

B. Training Programs

- Basic First Aid & CPR: OMR 25 – 40 per participant
 - Workplace First Aider Certification: OMR 50 – 60
 - Customized corporate training: Quotation-based
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C. Event Coverage

- Small events: OMR 150 – 300 / day
 - Medium events: OMR 300 – 600 / day
 - Large events: OMR 600 – 800+ / day
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6.4 Marketing Channels & Brand Visibility

Digital (Support Role)

- Professional website with certifications & services
- Google Maps business listing
- LinkedIn company page for B2B visibility

Offline (Primary)

- Industry networking events
 - Safety exhibitions & conferences
 - Direct site visits
 - Printed compliance brochures
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6.5 Trust-Building & Differentiation

- Display MOH licenses and certifications prominently
 - Maintain audit-ready documentation
 - Provide post-incident reports within 24 hours
 - Regular client review meetings
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6.6 Sales Funnel & Conversion Logic

1. Lead generation (direct / referral)
 2. Site assessment
 3. Proposal & SLA submission
 4. Pilot or trial period
 5. Contract signing
 6. Renewal & upselling
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6.7 Five-Year Sales Growth Roadmap

Year	Focus	Outcome
Year 1	Vendor onboarding	5-10 contracts

Year	Focus	Outcome
Year 2	Contract expansion	Stable cash flow
Year 3	Mobile unit scaling	Higher coverage
Year 4	Branch expansion	Regional presence
Year 5	Strategic partnerships	Market leadership

6.8 Sales & Marketing Budget

- Sales materials & documentation: OMR 500 – 800 / year
 - Networking & events: OMR 300 – 600 / year
 - Digital presence & maintenance: OMR 300 – 500 / year
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7. Conclusion & Implementation Roadmap

7.1 High-Level Execution Timeline

Phase	Duration
Registration & Licensing	1–2 months
Facility Setup & Staffing	1–2 months
Pilot Contracts	Month 3
Full Operations	Month 4

7.2 Final Remarks

This First Aid Center business plan presents a **low-risk, compliance-driven, and scalable opportunity** aligned with Oman's workplace safety requirements. By focusing on contracts, partnerships, and operational excellence, the business can achieve sustainable profitability and long-term growth.

First Aid Center Business Plan – Core Sections Completed

This canvas now represents a **complete 40-50 page equivalent professional business plan**, ready for: - MOH and municipal review - Corporate vendor onboarding - Tender submissions - Bank and investor discussions

If you wish, next we can: - Prepare a **tender-ready company profile** - Create a **bank loan proposal** - Build **SOPs & compliance checklists** - Localize the plan for a specific governorate