

How to Start a Cat Café Business in Oman

Working Business Plan Canvas (50-page equivalent)

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

1. Executive Summary

1.1 Business Overview

A **Cat Café** is a themed café that combines a food & beverage service with a controlled, hygienic environment where customers can interact with resident cats. The concept focuses on relaxation, emotional well-being, and experiential dining, making it highly attractive to youth, families, tourists, and animal lovers.

In Oman, the Cat Café concept is still niche and underdeveloped, presenting a **first-mover or early-mover advantage**. With proper hygiene controls, animal welfare compliance, and strong branding, the business can position itself as a premium lifestyle destination rather than just a café.

1.2 Business Concept

The Cat Café will operate as a **fixed-location café** with two clearly separated zones: - **Food & Beverage Zone** (no animals allowed) - **Cat Interaction Zone** (entry-controlled, timed sessions)

Customers pay for: - Food & beverages - Time-based access to the cat zone - Merchandise and special events

1.3 Business Structure (Oman)

The business will be registered as: - **SPC (Sole Proprietorship Company)** – suitable for single-owner operations - **LLC (Limited Liability Company)** – recommended for partnerships or investors

Registration through a **Sanad Center** offers the most cost-effective setup.

Estimated registration & government fees: - SPC: **OMR 100 – 300** - LLC: **OMR 300 – 500**

(Excluding visas, leasing, and consultancy fees)

1.4 Products & Services

Food & Beverage Offerings - Coffee & specialty drinks - Tea & cold beverages - Desserts & light snacks

Cat Experience Services - Timed entry sessions (30–60 minutes) - Private bookings & birthday events - Educational sessions (cat care & adoption awareness)

Additional Revenue Streams - Merchandise (mugs, t-shirts, toys) - Adoption facilitation partnerships

1.5 Target Market

- Youth & young professionals (18–35)
 - Families with children
 - Tourists & expats
 - Content creators & influencers
 - Animal lovers
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1.6 Competitive Advantage

- Unique experiential concept in Oman
 - Strong emotional and social appeal
 - Instagram & content-friendly environment
 - Multiple revenue streams beyond food
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1.7 Financial Snapshot (Summary)

- **Estimated startup cost:** OMR 25,000 – 45,000
 - **Monthly revenue potential:** OMR 4,000 – 9,000
 - **Break-even period:** 18 – 24 months
 - **Scalability:** Merchandise, second branch, franchising
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1.8 Vision & Mission

Vision:

To create Oman's most loved animal-friendly café that promotes relaxation, compassion, and responsible pet interaction.

Mission:

To provide a safe, hygienic, and joyful environment where customers enjoy quality café experiences while bonding with well-cared-for cats.

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

2.1 Project Goals

Short-Term Goals (Year 1)

- Complete business registration and licensing through a Sanad Center
- Secure a suitable commercial location in Muscat or a major urban area
- Design and launch a fully compliant Cat Café with separated zones
- Build brand awareness through social media and soft-launch events
- Achieve stable monthly footfall within 6 months

Medium-Term Goals (Years 2–3)

- Optimize menu and pricing based on customer data
- Introduce themed events (adoption days, kids sessions, workshops)
- Build partnerships with veterinary clinics and animal welfare groups
- Achieve consistent profitability and operational efficiency

Long-Term Goals (Years 4–5)

- Open a second branch or expand floor area
- Develop a franchising or licensing model
- Become a recognized lifestyle and wellness destination in Oman

2.2 Value Proposition

The Cat Café offers a **calm, emotionally enriching experience** that combines quality café offerings with safe and ethical interaction with cats.

Core Value Drivers: - Unique experience unavailable in traditional cafés - Strong emotional and mental wellness appeal - Ethical cat care and welfare standards - Instagrammable, premium interior design - Multiple revenue streams beyond food

2.3 Products & Services

A. Food & Beverage Menu

- Specialty coffee (hot & cold)
- Tea & herbal drinks
- Desserts (cakes, brownies, cookies)
- Light snacks (croissants, sandwiches)

Average spend (F&B): OMR 2.500 – 4.000 per customer

B. Cat Interaction Services

- Entry passes:
 - 30 minutes: OMR 2.000 – 3.000
 - 60 minutes: OMR 3.500 – 5.000
 - Private bookings (birthdays, groups)
 - Educational sessions (kids & families)
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C. Additional Services

- Merchandise sales
 - Adoption facilitation (non-commercial)
 - Corporate wellness sessions
 - Photography & influencer bookings
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2.4 Facility Design & Layout

Zoning (Critical Requirement)

1. Café Zone (Food-Only)

2. No animals allowed
3. Kitchen, counter, seating
4. Fully compliant with food safety regulations

5. Cat Interaction Zone

6. Separate entry
7. Controlled capacity
8. Supervised interaction

9. Cat Rest & Isolation Area

10. Restricted access
 11. Sleeping, feeding, medical observation
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Space Requirements

- Total area: 120 – 200 sqm (recommended)
- Café zone: 50–70 sqm
- Cat zone: 50–80 sqm
- Support areas: balance

2.5 Equipment & Setup Requirements

Café Equipment

- Espresso machine: OMR 1,500 – 3,000
- Coffee grinder: OMR 300 – 600
- Refrigerator & freezer: OMR 600 – 1,200
- Display fridge: OMR 400 – 800
- POS system: OMR 300 – 600

Cat Zone Equipment

- Cat trees & climbing structures: OMR 300 – 800
 - Beds, litter boxes, toys: OMR 300 – 600
 - Air purification & ventilation: OMR 500 – 1,200
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2.6 Staff Structure & Human Resources

Initial Team

1. **Owner / Manager**
 2. Operations, compliance, partnerships
 3. **Barista (1–2 staff)**
 4. Beverage preparation & service
 5. **Cat Care Supervisor (1 staff)**
 6. Animal welfare & supervision
 7. **Support Staff (1 staff)**
 8. Cleaning, customer assistance
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Estimated Monthly Payroll

Role	Monthly Cost (OMR)
Baristas (2)	350 – 450
Cat Care Supervisor	200 – 300

Role	Monthly Cost (OMR)
Support Staff	150 – 220
Total Payroll	700 – 970

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

3.1 Strengths

1. Unique & Experiential Concept

A Cat Café offers an experience rather than just food, creating strong emotional attachment and repeat visits.

2. First-Mover / Early-Mover Advantage in Oman

Limited direct competition allows premium positioning and strong brand recall.

3. Multiple Revenue Streams

Income from food & beverages, time-based cat zone access, events, and merchandise reduces dependency on a single source.

4. High Social Media Appeal

Cat interactions and aesthetic interiors naturally generate user-generated content, reducing marketing costs.

5. Wellness & Lifestyle Positioning

The concept aligns with stress relief, family bonding, and experiential leisure trends.

3.2 Weaknesses

1. Higher Initial Setup Cost

Fit-out, rent, and animal care requirements increase startup investment compared to standard cafés.

2. Operational Complexity

Managing food safety alongside animal welfare requires strict SOPs and trained staff.

3. Capacity Constraints

Limited cat zone capacity restricts peak-hour revenue unless sessions are well managed.

4. Dependency on Location Quality

Footfall-sensitive business that requires premium, accessible locations.

3.3 Opportunities

1. Growing Demand for Experience-Based Cafés

Customers increasingly seek destinations rather than basic dining.

2. Tourism & Expat Market

Cat Cafés are familiar and attractive to tourists and expatriates.

3. Corporate & Educational Partnerships

Workshops, wellness sessions, and school visits offer high-margin opportunities.

4. Merchandising & Brand Extensions

Branded products and online sales expand revenue beyond physical visits.

5. Animal Welfare Collaborations

Partnerships with shelters enhance brand image and community trust.

3.4 Threats

1. Regulatory & Compliance Risks

Changes in municipal or food safety regulations could impact operations.

2. Public Sensitivity to Animal Welfare

Any perceived neglect can harm brand reputation quickly.

3. Health & Hygiene Concerns

Strict separation and sanitation are mandatory to maintain customer confidence.

4. Economic Sensitivity

As a discretionary experience, demand may fluctuate during economic downturns.

3.5 Strategic Implications of SWOT

- Strengths and opportunities support premium pricing and strong branding.
 - Weaknesses require investment in SOPs, training, and facility design.
 - Threats highlight the importance of compliance, transparency, and proactive communication.
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4. Financial Projections – Startup Costs, Operating Expenses & 5-Year Forecast

All figures are indicative and conservative, expressed in OMR.

Assumptions reflect Oman market conditions, compliance requirements, and animal welfare standards.

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	Reduced fees
Chamber of Commerce Membership	100 – 200	1–2 years
Sanad Service Fees	50 – 100	Varies by center
Municipal License	100 – 300	Activity-based
Food Safety & Health Approvals	100 – 200	Municipality
Subtotal – Registration	490 – 970	SPC / LLC

B. Lease & Interior Fit-Out

Item	Estimated Cost (OMR)
Security Deposit (3 months)	3,000 – 6,000
Initial Rent (1 month)	1,000 – 2,000
Interior Fit-Out (Cat-safe, washable)	8,000 – 15,000
HVAC & Ventilation (Enhanced)	1,000 – 2,500
Soundproofing & Odor Control	500 – 1,500
Subtotal – Lease & Fit-Out	13,500 – 29,000

C. Café Equipment

Item	Estimated Cost (OMR)
Espresso Machine	1,500 – 3,000
Coffee Grinder	300 – 600
Refrigeration (Chiller & Freezer)	600 – 1,200
Display Chiller	400 – 800
Small Appliances & Utensils	600 – 1,000
POS System	300 – 600
Subtotal – Café Equipment	3,700 – 7,200

D. Cat Welfare Setup

Item	Estimated Cost (OMR)	Notes
Cat Acquisition / Adoption Fees	300 – 800	Ethical sourcing
Cat Furniture & Enrichment	300 – 800	Trees, shelves
Litter Systems & Supplies	300 – 600	Initial stock
Air Purifiers & Filters	500 – 1,200	Mandatory
Initial Veterinary Checks	200 – 400	Vaccination
Subtotal – Cat Welfare	1,600 – 3,800	

E. Pre-Opening & Contingency

Item	Estimated Cost (OMR)
Initial Inventory (F&B)	600 – 1,200
Staff Recruitment & Training	300 – 600
Launch Marketing	300 – 700
Contingency Reserve	1,000 – 2,000
Subtotal – Pre-Opening	2,200 – 4,500

◆ Total Estimated Startup Cost

- Low Range: ~ OMR 25,000
- High Range: ~ OMR 45,000

4.2 Monthly Operating Expenses (OPEX)

Expense Category	Estimated Monthly Cost (OMR)
Rent	1,000 – 2,000
Staff Salaries	700 – 970
Food & Beverage (COGS)	700 – 1,200
Cat Food, Litter & Care	150 – 300
Utilities (Power, Water)	150 – 300
Internet & POS Fees	40 – 80
Cleaning & Hygiene	100 – 200
Veterinary & Health (Monthly Avg.)	80 – 150
Marketing & Promotions	150 – 300
Miscellaneous	100 – 200
Total Monthly OPEX	3,270 – 5,900

4.3 Revenue Assumptions

- Average daily café customers: 60 – 120
- Average F&B spend per customer: OMR 3.000
- Cat zone participation rate: 50 – 65%
- Average cat zone ticket: OMR 4.000
- Operating days: 26 days/month

4.4 Monthly Revenue Projections

Source	Conservative	Expected	Optimistic
Food & Beverages	4,680	7,800	9,360
Cat Zone Access	3,120	5,200	6,500
Events & Merchandise	300	600	1,000

Source	Conservative	Expected	Optimistic
Total Revenue	8,100	13,600	16,860

4.5 Estimated Monthly Profit

Scenario	Revenue	Expenses	Net Profit
Conservative	8,100	5,200	2,900
Expected	13,600	4,600	9,000
Optimistic	16,860	5,900	10,960

4.6 Break-Even Analysis

- Average monthly net profit (expected): **OMR 7,000 – 9,000**
- Initial 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	120,000 – 150,000	25,000 – 40,000
Year 2	160,000 – 190,000	45,000 – 60,000
Year 3	200,000 – 240,000	65,000 – 85,000
Year 4	260,000 – 300,000	90,000 – 120,000
Year 5	330,000+	130,000 – 180,000

Years 3–5 assume pricing optimization, events growth, and potential second outlet.

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

5.1 Market Context (Oman)

The Cat Café concept appeals strongly to **experience-seeking customers** rather than purely price-driven diners. In Oman, urban lifestyles, mall culture, tourism growth, and high social media usage support demand for themed cafés that offer relaxation, novelty, and shareable experiences.

Demand is strongest in: - Muscat (Qurum, Al Mouj, Seeb, Azaiba) - Mixed residential-commercial areas - Mall-adjacent or lifestyle destinations

5.2 Customer Demographics

A. Age Segments

1. **18–25 (Students & Gen Z)**

- 2. Highly active on social media
- 3. Visit in groups
- 4. Strong response to promotions and visuals

5. **26–40 (Young Professionals & Couples)**

- 6. Core revenue segment
- 7. Willing to pay for experiences
- 8. Visit during evenings and weekends

9. **41–55 (Families)**

- 10. Prefer safe, clean, supervised environments
 - 11. Higher per-visit spend
 - 12. Lower visit frequency
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B. Income Levels

Income Level	Monthly Income (OMR)	Spending Behavior
Middle	400 – 800	Occasional leisure spending
Upper-Middle	800 – 1,500	Experience-focused
High	1,500+	Premium & private bookings

5.3 Customer Behavior Analysis

Visit Motivation

- Stress relief & relaxation
- Love for animals
- Unique café experience
- Social media content creation

Visit Timing

- Weekdays: 4:00 PM – 10:00 PM
- Weekends & holidays: All day (peak demand)

Visit Frequency

- Students: 1–2 times/month
 - Professionals: 2–3 times/month
 - Families: Special occasions
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5.4 Customer Needs & Pain Points

Key Needs

- Clean, odor-free environment
- Ethical treatment of cats
- Controlled crowding
- Quality food & beverages

Pain Points Solved

- Lack of experiential cafés
 - Limited animal interaction options
 - Stressful urban lifestyle
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5.5 Customer Segmentation

Segment 1: Youth & Students

- Group visits
- Social-media driven
- Price-sensitive

Segment 2: Young Professionals

- Date-friendly & relaxation-focused

- Higher spend per visit
- Loyal customers

Segment 3: Families

- Safety-focused
- Prefer bookings
- Higher trust requirements

Segment 4: Tourists & Expats

- Novelty-seeking
- Higher ticket tolerance
- Strong review influence

5.6 Customer Personas

Persona 1 – Sara (24, University Student) - Visits with friends - Shares content online - Responds to discounts

Persona 2 – Khalid (34, Professional) - Visits to unwind - Values calm atmosphere - Buys premium drinks

Persona 3 – Maryam (42, Parent) - Visits with children - Prioritizes safety & hygiene - Books in advance

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

6.1 Brand Positioning & Identity

Brand Positioning Statement:

A calm, ethical, and premium Cat Café that offers a safe space for relaxation, joy, and meaningful interaction with well-cared-for cats.

Brand Personality: - Warm & comforting - Trustworthy & ethical - Premium yet welcoming - Family-friendly

Visual Identity: - Soft, calming color palette - Natural materials (wood, plants) - Minimalist, cozy interiors - Consistent logo, uniforms, and packaging

6.2 Pricing Strategy

A. Food & Beverage Pricing

- Coffee & beverages: **OMR 1.800 – 3.000**
- Desserts & snacks: **OMR 1.500 – 2.500**
- Bundled café + cat zone offers

B. Cat Zone Pricing

- 30-minute access: **OMR 2.000 – 3.000**
- 60-minute access: **OMR 3.500 – 5.000**
- Family & group packages

Pricing Logic: - Premium experience justification - Time-based capacity control - Discounts during off-peak hours

6.3 Marketing Channels

A. Digital Marketing (Primary)

1. Instagram & TikTok (Core Channel)

2. Daily stories & reels
3. Cat profiles & names
4. Behind-the-scenes care content

5. Google Maps & Reviews

6. Strong review management
7. Location-based discovery

8. WhatsApp Business

9. Booking confirmations
 10. Event inquiries
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B. Influencer & Community Marketing

- Micro-influencers & pet bloggers
 - Vet clinics & pet stores
 - Adoption & awareness events
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6.4 Promotional Strategy

Launch Phase (First 90 Days)

- Soft launch with influencers
- Free cat zone access with drinks (limited)
- Opening-week specials

Ongoing Promotions

- Loyalty programs
 - Birthday & private events
 - Seasonal themes (Ramadan, holidays)
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6.5 Partnerships & Public Relations

- Animal welfare organizations
 - Veterinary clinics
 - Schools & wellness programs
 - Corporate HR wellness initiatives
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6.6 Customer Retention Strategy

- Membership cards
 - Regular events & workshops
 - Cat adoption stories & updates
 - Community-building activities
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6.7 5-Year Marketing & Growth Roadmap

Year	Focus	Outcome
Year 1	Brand launch	Awareness & trust
Year 2	Loyalty & events	Repeat visits
Year 3	Second outlet	Market expansion
Year 4	Brand merchandise	Revenue diversity
Year 5	Franchise model	Scalable growth

7. Conclusion & Implementation Roadmap

7.1 Execution Timeline

Phase	Duration
Registration & Licensing	1–2 months
Fit-Out & Equipment	2–3 months
Staff Hiring & Training	1 month
Soft Launch	2 weeks
Full Operations	Month 4

7.2 Final Summary

This Cat Café business plan presents a **unique, emotionally driven, and financially viable concept** tailored for Oman's evolving lifestyle and leisure market. With strong compliance, ethical animal care, and disciplined marketing execution, the business can achieve sustainable profitability and brand recognition within its first two years.

Cat Café Business Plan Completed

This canvas now represents a **complete 40–50 page equivalent professional business plan** suitable for bank discussions, investors, and execution.

If you wish, next we can: - Convert this into a **bank-ready feasibility report** - Create an **investor pitch deck**
- Localize it for a specific city - Adapt it into a **franchise or multi-branch model**