



## Our Vision

To be Oman's leading entrepreneurial fund by providing services and programmes dedicated towards the establishment and growth of Omani businesses and, in doing so, add value to our stakeholders and our community.

## Our Mission

To support Omani entrepreneurs by providing the necessary funding and expertise needed to develop their business ideas into profitable ventures.



## Proposed / Existing Business Name

### 1. Introduction / Problem

- Write briefly about your business idea. Explain what existing problem, shortage, unmet need or quality issue your product/service remedies. In brief, describe how your business plans to enter the applicable market.

### 2. Business Concept / Idea

- What is your product or service exactly?
- How does your product/service fulfill the unmet need or problem mentioned in the introduction?
- Why did you pick this particular business concept?

### 3. Objectives

- What does this business aim to achieve? Please note it is better to not exceed three objectives. Also, the objective statement should be quantified with a time frame and place. For instance:
  - The project aims to provide catering services to 100 corporate clients in the Muscat area.
  - The project will provide this service by utilizing unique menus, packaging etc.
  - The project creates 10 job opportunities for Omanis as cooks, drivers, sales representatives etc.

### 4. Location

- What is the best location for this business?
- Does the location match the nature of the business and is it acceptable to the relevant authorities?
- Can customers reach it easily?
- Is car parking accessible and available?
- Are exits and entries accessible?

- Is it easy to receive services (deliveries, maintenance, etc.)?
- What type of customers are nearby?
- How much does it cost for the selected/proposed place?

## **5. Competitors, Customers and Market**

### **A. Competitors**

- Who are your potential or existing competitors?
- How many are there?
- What do they produce or serve?
- What are the strengths and weaknesses of your competitors?

### **B. Customers**

- Who are the potential/existing customers?
- How many potential customers are there?
- What do they want/prefer?
- Why would they choose your company over other producers/suppliers?

### **C. Market**

- What would the market demand be in five years for your product/service?
- Do you have a marketing and advertising strategy to reach your customers?
- What are your sources for this data?

## **6. Business Components**

### **A. Legal Status/Authority Approval**

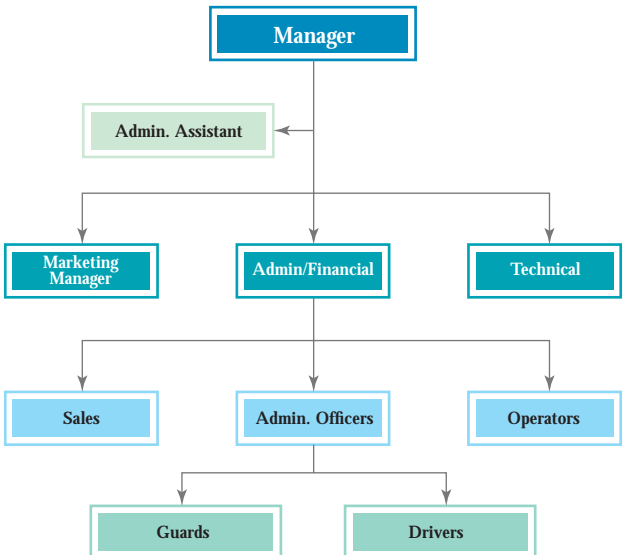
- What type of legal form will the business take (sole establishment, partnership, LLC etc.)?
- Are there any patent rights, copyright, trademarks, exclusive distribution agreements? If so, please explain.

- What other approvals will be needed, and from which authorities?

## B. Management

- What positions and titles will there be? (Manager / marketing manager, production, accountants, technical staff, drivers and others at different levels)
- What will the management and organizational structure of the business look like? (hierarchy, or lateral organization)

### Example:



### **C. Staff**

- How many employees will be required to optimize the productivity of your organization? (Hint: See your list of job titles/positions, and then go from there)
- What are the requisite qualifications and experience for each position?
- Can you hire from the local or existing job market?
- What will be the salaries of each position?
- \* Will you be an employee of the company? If so, please include your salary.

### **D. Materials**

- What are the required materials for the business?
- What are the required numbers and quantities of said materials?
- Can you source the materials from the local market?
- How much do these materials cost?

### **E. Equipment/Machinery/Vehicles**

- What equipment and machinery is required?
- How many of each piece of equipment and/or machinery is required?
- Can you source the equipment/machinery from the local market?
- Is any of it available for lease?
- Are vehicles required, and if so, how many?
- What types of vehicles are required? (sedans, trucks, vans etc.)
- How much money will be required for equipment, machinery and vehicles?

## F. Office Requirements

- Does the business require an office, building and/or workshop?
- What are the area/space requirements?
- How much is the rent for your office, building and/or workshop?
- Will it require construction or decoration?
- What are the costs associated with construction or decoration?

## 7. Pre-Operation Preparations

- What are the other legal considerations or arrangements the business requires?
- What are the other arrangements that need to be completed before starting the business?
- What are the associated costs?

## 8. Approximate Costs

• Office/Building/Workshop	RO .....
• Legal Registration Fees	RO .....
• Equipment/Machinery/Vehicles	RO .....
• Staff	RO .....
• Materials	RO .....
• Pre-Operations Cost	RO .....
<b>Total Cost (add all of the above)</b>	<b>RO .....</b>

**9. Sales and Profits**

- What are the proposed annual sales? RO .....
- How much will your expected profits be? RO .....
- How do you expect to use the profits that your company generates? RO .....

**10. Financing**

- Self Finance RO .....
- SME Loans RO .....
- Others RO .....

**11. Expected Risks**

- What risks can you anticipate, and how might they hinder or constrain business success?
- What necessary actions must be planned and taken to face these risks?

**12. Vision**

- What do you expect your business to be like after three years?

**13. Other**

What other support is needed from Sharakah:

- Prior to the project
- During implementation and operations

Please attach photos, catalogues or other information (if any) supporting or explaining your business idea.



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