

Feasibility Study for Establishing an Omani Heritage Arts Exhibition

Brief Overview:

This study aims to evaluate the feasibility of establishing an exhibition dedicated to showcasing Omani heritage arts, highlighting the country's rich cultural traditions. The exhibition will feature various forms of Omani arts, such as traditional paintings, pottery, silverwork, textiles, wood carvings, and other handcrafted artifacts. The goal is to create a space where both locals and tourists can immerse themselves in the beauty and history of Omani artistic craftsmanship.

The study includes market research to assess the demand for cultural and heritage exhibitions in Oman, identifying potential visitors such as tourists, art enthusiasts, and students. It also examines opportunities for collaboration with local artisans, artists, and cultural institutions to ensure the authenticity and diversity of the exhibition. Financial aspects will also be analyzed, including costs for the venue, exhibition setup, logistics, marketing, and staffing.

The project aims to preserve and promote traditional Omani arts while providing a platform for local artists to showcase their work. By attracting both local and international visitors, the exhibition will enhance cultural awareness, contribute to Oman's tourism sector, and support the preservation of the country's artistic heritage. The exhibition will not only serve as a cultural hub but also create opportunities for education and exchange of artistic knowledge.

First: Details of Services Provided

1. Administrative Consultancy Session

- **Project Analysis:** A detailed discussion of the project idea and definition of strategic objectives.
- **Administrative Strategies:**
 - Development of a human resource management plan.
 - Structuring the organizational chart and key hospital roles.
 - Strategies to enhance operational efficiency.
- **Risk Management:** A comprehensive plan to address potential risks during the initial stages of establishment and operation.

2. Comprehensive Feasibility Study

A. Market Study

- Analysis of the local market and demand for specialized medical services.
- Demographic analysis of the target area to identify beneficiaries.
- Competitor evaluation and identification of market gaps.

B. Financial Study

- Development of a detailed financial plan, including:
 - **Investment Costs:**
 - Land purchase and hospital construction (including medical departments, operating rooms, patient rooms, and other facilities).
 - Procurement of medical equipment and tools.
 - Initial costs such as advertising and licensing.
 - **Operating Costs:**
 - Staff salaries.
 - Medical supplies and support services.
 - Maintenance of equipment and infrastructure.
 - **Expected Revenues:**
 - From primary medical departments (outpatient clinics, operating rooms, emergency departments).
 - From additional services (pharmacy, laboratory, radiology).
 - Sensitivity analysis to assess the impact of changes in costs or revenues.
 - Break-even analysis and return on investment (ROI).

C. Technical Study

- Preliminary design of medical and administrative departments.
- Specification of technical requirements such as Hospital Information Systems (HIS) and support systems like safety and security.
- Recommendations for advanced medical equipment and required technologies.

D. Legal and Regulatory Study

- Assessment of licensing requirements as per Oman's Ministry of Health.
- A compliance plan to meet healthcare regulations and international standards.
- Analysis of health insurance systems and collaboration with insurance companies.

E. Environmental and Social Feasibility

- Evaluation of the project's environmental impact and a plan for medical waste management.
- Study of the project's social impact in terms of job creation and enhancement of healthcare services.

F. Marketing and Management Plan

- Development of an effective marketing strategy, including:
 - Digital and traditional marketing approaches.
 - Building a strong medical reputation and public relations.
 - Operational planning with a detailed timeline for project launch and expansion.
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Costs

1. **Administrative Consultancy Session:** OMR 500
2. **Comprehensive Feasibility Study:** OMR 7,000

Total Cost: OMR 7,500

Implementation Timeline

- **Consultancy Session:** Scheduled in coordination with the client.
 - **Comprehensive Feasibility Study:** Delivered within 8-10 weeks from the date of contract signing and receipt of the initial payment.
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Payment Terms

- 65% advance payment upon contract signing.
- 35% upon submission of the preliminary report.
- 5% upon submission of the final report.