

## Feasibility Study for Establishing an Omani Handicrafts Store

### Brief Overview:

This study evaluates the feasibility of establishing a store specializing in selling traditional Omani handicrafts, which are an important part of Oman's cultural heritage. The store will offer a wide range of Omani-made handicrafts, including pottery, textiles, wood carvings, jewelry, and other unique handcrafted products. The focus will be on high-quality items that reflect the authentic art and craftsmanship of Oman.

The study includes market analysis to determine the demand for Omani handicrafts both locally and internationally, identifying the target market such as tourists, local consumers, and collectors of traditional arts. It also assesses the competitive landscape, identifies potential marketing and sales strategies, and outlines the necessary financial investments for setting up the store, including rent, inventory, staff, and promotional activities.

The store aims to support local artisans by providing a platform to showcase their products and promote Omani cultural heritage. Additionally, it will contribute to the local economy by creating jobs, increasing awareness of Omani crafts, and enhancing the tourism experience. The project aims to preserve the unique artistry of Omani handicrafts while creating a sustainable business model with long-term growth potential.

### 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 8,000

**Total Cost: OMR 8,500**

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#### 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.