

**Strategic Foundations in**

**OMAN**





## Strategic Foundations for New Service Businesses

Starting a business is not only about opening the doors.

Many founders begin with energy and ideas, but without a clear structure, positioning, or long-term direction.

As a result, important problems often appear after launch — in the concept, the customer experience, the pricing, or the way the business is presented.



This engagement is designed for founders who are preparing to launch a new service business and want to build it on a strong and well-structured foundation from the beginning.

The goal is not simply to help a business start.

The goal is to help it start with greater clarity, stronger positioning, and a more coherent structure.



## Who This Is For

This engagement may be suitable for founders who:

- are preparing to launch a new service business
- already have a general business direction in mind
- want to structure the business properly before launch
- want the business to stand out in a meaningful way
- want to avoid costly mistakes in positioning, pricing, or customer experience
- want a stronger foundation for long-term growth



## Who This Is Not For

This engagement is generally not suitable for people who:

- are still unsure what type of business they want to start
- want someone else to decide the business idea for them
- are looking for quick answers without strategic thinking
- expect full operational execution instead of advisory work
- want guaranteed commercial results



## **What This Engagement Focuses On**

This process helps define and strengthen the core elements of the business before launch.

Typical areas reviewed may include:

- business concept and differentiation
- target customers and positioning
- customer experience design
- pricing logic and value structure
- early operational structure



- brand direction and overall presentation
- market context and competitive review
- growth direction and long-term vision

The exact scope depends on the business context and the stage of preparation.



## **What This Engagement Does Not Include**

Unless clearly agreed otherwise, this engagement does not include:

- choosing the business idea for the founder
- company registration or legal processing
- licensing or government procedures
- full brand identity production
- website development



- ongoing social media management
- full marketing execution
- day-to-day business operations
- guaranteed revenue or guaranteed success

This is a strategic and structural advisory engagement.



## Possible Outcomes

Depending on the business and the agreed scope, outcomes may include:

- a clearer and more distinctive business concept
- stronger positioning and market direction
- a more intentional customer experience
- clearer pricing logic and value structure
- a more coherent early business foundation
- a more confident launch direction
- a stronger base for future growth



## How the Process Works

- **01 – Strategic Consultation**  
A short consultation to understand the founder's idea, context, and current stage.
- **02 – Scope Definition**  
Clarifying whether the engagement is a good fit and defining the advisory scope.
- **03 – Strategic Structuring**  
Reviewing the business concept, positioning, experience, pricing logic, and structural foundation.



- **04 – Foundation Direction**  
Providing structured guidance for launch preparation and early business direction.
- **05 – Final Advisory Output**  
Delivering the agreed strategic conclusions, recommendations, and direction.



## **Duration**

The duration depends on the scope and complexity of the project.

Most engagements are typically structured over 2 to 4 weeks.



## Investment

Engagements typically start from **500 OMR**, depending on the scope, complexity, and depth of review required.

A clear fee is confirmed before the engagement begins.



## **Strategic Consultation**

All engagements begin with a short strategic consultation to understand the concept and determine whether this process would be valuable.

**Duration: 15 minutes**





## **Initial Contact**

To discuss whether this engagement may be suitable for your situation, a brief initial consultation can be arranged.

For brief initial contact, WhatsApp and email are also available.

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