

JC Worldwide Connections, LLC



Oman Franchise Opportunities



Granting Access to
Global Business Corridors
of Opportunity...*Oman*

Phone: 832.452.8818

Email: info@jcworldwide.com

www.jcworldwide.com

Agenda

❑ Understanding:

- Where...*the Opportunity Exists*
- The GCC (Gulf Cooperation Council)
- The Target Market: OMAN

❑ The Franchise Opportunity

❑ JCWW Compensation Model & Financing

❑ Next Steps for Interested Parties



Understanding WHERE... *the Opportunity Exists?*

The Middle East:

- ❑ **MYTH:** *Viewed as one homogenous bloc.*
- ❑ **TRUTH:** *Region is comprised of a very diverse set of countries with distinct characteristics.*

Arab world is comprised of the following three (3) clusters:

1. The Gulf Cooperation Council (GCC) *6 countries*
2. The Levant *8 countries*
3. North Africa *8 countries*

The Levant

Lebanon • Syria • Jordan • Israel • Palestinian Territories • Parts of Cyprus, Iraq & Turkey

North Africa

Egypt • Libya • Algeria • Sudan • South Sudan • Tunisia • Western Sahara • Morocco

The GCC

Qatar • United Arab Emirates • Oman • Saudi Arabia • Kuwait • Bahrain

The Opportunity!



Understanding the GCC...

Oman • United Arab Emirates • Qatar • Saudi Arabia • Kuwait • Bahrain

- ❑ **Population of approximately 44.5 million.**
- ❑ **Official language is Arabic, but language of business is English.**
- ❑ **Formulated in 1981 in direct response to Iran-Iraq war.**
 - *Oil-rich countries sought to protect and ensure continuing economic prosperity.*
- ❑ **Decades of prosperity after oil boom starting in the 1970s.**
- ❑ **Greater than 60% of GDP generated by oil and gas sector.**
- ❑ **Comprised of some of the fastest growing economies in the world.**
- ❑ **Known for its openness and peaceful environment.**
- ❑ **Strong and positive political and business relations with US and Europe.**



Understanding the Target Market...

OMAN: *The “Free Economy”*

- ❑ **Population of 2.8 million, of which 2 million are Omanis (71% nationals, which is largest % of the GCC).**
 - *Compared to: Bahrain – 50% • Kuwait & Saudi Arabia – 33% • Qatar – 15% • UAE – 13%*
- ❑ **Governed by a hereditary Sultan with an appointed cabinet and elected council.**
 - *Al Said family has independently controlled the Sultanate for 250 years.*
 - *Current Sultan in power since 1970 from his father, leading modernization efforts across sectors.*
- ❑ **One of the most developed and stable countries in the Arab World.**
- ❑ **Unusual due to its large middle class population.**
- ❑ **Oil producing country since 1967, but limited oil resources relative to other GCC countries.**
- ❑ **Likely to remain a net importer of food due to less than 1% of country being under cultivated.**
- ❑ **Economic diversification outside of oil and gas industry:**
 - *Service 58% • Industry 39% • Agriculture 3%*
- ❑ **Tourism is a sector with high potential due to country’s popular tourist attractions.**

Economic principle statute states:

“The basis of the national economy is based on justice and the principles of a free economy.”



The Franchise Opportunity

- ❑ **Oman and the US have a Free Trade Agreement in place**
 - *American companies are no longer required to have a sponsor/ local partner to open a business in Oman.*
 - Still required in the UAE and Qatar.
- ❑ **Proven track record demonstrating the success of Franchising in Oman**
 - *Most major franchises are already operating in Oman (McDonalds, Burger King, Starbucks, etc.)*
- ❑ **Recommended Franchise Business Type:**
 - *Small to Medium businesses with no previous international experience.*
- ❑ **Opportunity for unique franchise services including but not limited to:**
 - *Specialty Restaurants (i.e. Donuts, Pastry Brands, Fish & Chips, etc.)*
 - *Affordable Furniture & Furnishings*
 - *Retail Outlets (i.e. Clothing, Fitness, Kitchen, etc.)*
 - *Professional Services*

JC Worldwide's Value Proposition

- 1. Strong Relationship with an Omani Franchise Developer.**
- 2. We can accelerate and guide your market entry into the country of Oman!**



JCWW Compensation Model & Financing

JCWW Compensation Model

- ❑ JCWW cost is a success based fee contingent upon Franchise Market Entry Success
- ❑ Compensation will vary based on factors such as:
 - *How financing is provided*
 - *Amount of financing required*
 - *Franchise risk assessment*
- ❑ Compensation Options
 - **Option 1: Lump Sum Payment**
 - **Option 2: 5% to 10% of annual profit for 5 - 10 years**

Financing Options

- ❑ American Franchise finances market entry.
- ❑ American Franchise and Omani Franchise Developer share financing.
- ❑ Omani Franchise Developer finances franchise.



Next Steps for Interested Parties

- ❑ **Contact JC Worldwide at info@jcworldwide.com or**
 - Contact presenting JCWW Business Associate directly

- ❑ **Sign JCWW Non-Circumvent, Non-Disclosure Agreement (NCNDA)**

- ❑ **Determine the following:**
 - Specific Franchise Contractual Agreement
 - JCWW Compensation Model
 - Financing Option

