

Type of the Industry StyleSprint operates within the Beauty and Personal Care industry, specifically 1.1 focusing on mobile salon services grooming (Euromonitor International, 2023).Untapped Markets: Expanding services to underserved areas in Salalah and neighboring regions can capture new clientele (Kotler & Keller, 2022).In 2024, the market was valued at approximately OMR 410 million (USD 1.1 billion), with a projected annual growth rate of 3.8%, indicating a resilient demand for personal care products and services (Fitch Solutions, 2024). 1.7 Opportunities and Threats Within the Industry
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