



Proposal Development Guidance



Overview

To maximize the likelihood of selection, participants are encouraged to submit practical, execution-focused proposals supported by evidence and clear implementation plans.

The evaluation committee will prioritize proposals that demonstrate readiness to establish sustainable manufacturing capabilities in Oman.



1. Demonstrate Strong Leadership & Commitment

Participants should clearly identify:

- The project sponsor and leadership team.
- Relevant industry and manufacturing experience.
- Dedicated resources assigned to the project.
- Previous successful industrial, manufacturing, or investment projects.

Strong proposals include organizational charts, management profiles, and evidence of successful project execution.



2. Secure Technology & Technical Expertise Early

Proposals are significantly strengthened when applicants:

- Have an established technology partner.
- Hold technology licensing or transfer agreements.
- Can demonstrate existing manufacturing know-how.
- Present evidence of engineering, design, and quality capabilities.

Participants are encouraged to engage technology partners before proposal submission rather than after selection.



3. Present a Realistic Business & Execution Plan

Successful proposals should clearly explain:

- Manufacturing location and facility requirements.
- Production start-up timeline.
- Equipment and technology sourcing strategy.
- Recruitment and workforce development plans.
- Key project risks and mitigation measures.

The most competitive proposals are those that can move quickly from approval to production.



4. Maximize Localization Impact

Participants should demonstrate:

- High local value addition.
- Creation of skilled employment opportunities.
- Development of local suppliers and service providers.
- Structured knowledge transfer programs.
- Long-term commitment to Oman's industrial ecosystem.

Projects that create lasting industrial capabilities and support national localization objectives will receive higher evaluation scores.



5. Strengthen Financial Readiness

Participants are encouraged to provide:

- Audited financial statements.
- Bank financing approvals, term sheets, or funding commitments.
- Evidence of available capital and liquidity.
- Clear funding plans for project implementation.

Financially prepared investors will be better positioned to accelerate project execution.



6. Build Confidence Through Governance & Compliance

Applicants should demonstrate:

- Strong customer references.
- Positive market reputation.
- Health, Safety & Environmental (HSE) standards.
- Sound governance and ethical business practices.

Long-term strategic partnerships require a proven track record of reliability and compliance.

Evaluation Criteria



Criteria	Weight
Management & Organizational Capability	20%
Technical Capability & Manufacturing Experience	20%
Business Plan & Execution Readiness	20%
Localization Impact & Strategic Fit	20%
Financial Capability or Approved Finance	15%
Reputation, Governance & Compliance	5%
Total	100%



Additional Advantage – Execution Readiness Bonus (10 Points)

Applicants may earn additional points by demonstrating immediate execution capability:

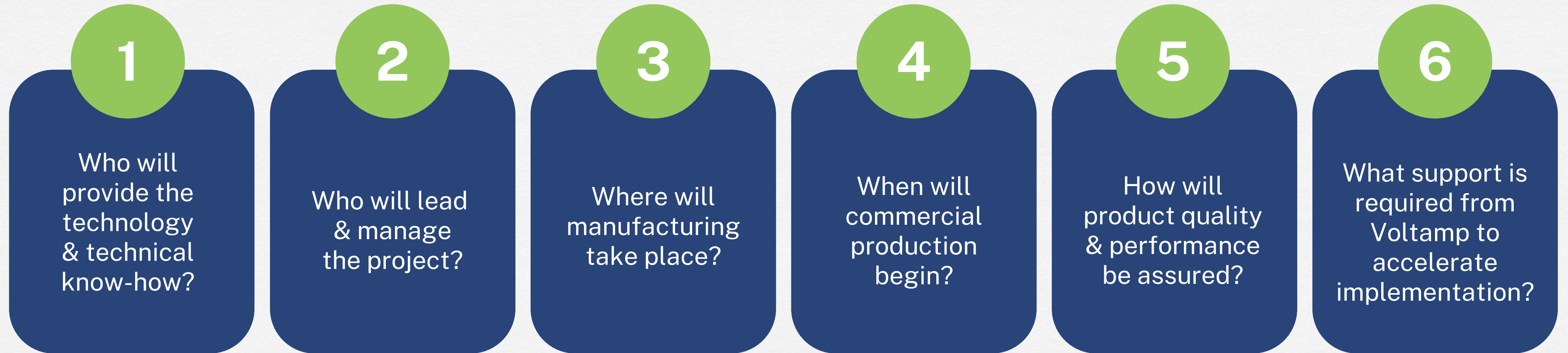
Criteria	Weight
Existing factory that can be expanded	5%
Signed technology partnership	3%
Ability to start Production within 12–18 months	2%
Total	10%

Projects that are closest to implementation and capable of delivering early results will receive additional consideration.



Preparing for the Execution Readiness Interview

Shortlisted participants should be prepared to provide clear and direct answers to the following questions:



The strongest proposals will provide evidence-based answers supported by agreements, financial commitments, implementation schedules, and identified resources.