

Seher Altamol Company Profile



At Sehr Altaamol, we are driven by a deep passion for what we do, and our unwavering commitment to delivering exceptional products and services to our esteemed clients sets us apart. Our mission revolves around understanding our clients' unique needs, providing tailor-made solutions, and consistently delivering outstanding service at every touchpoint.





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About Company

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Welcome Message

It is with great pleasure that I extend a warm welcome to you on behalf of Sehr Altaamol. As we embark on this journey together, I am delighted to introduce Sehr Altaamol as your trusted ally in enhancing hotel operations and crafting unforgettable guest experiences.

At **Sehr Altaamol**, we are driven by a profound passion for our work, rooted in a simple yet powerful mission: to deliver outstanding products and services tailored specifically to meet the needs of the hospitality industry.

Our Approach:

What sets us apart at Sehr Altaamol is our unwavering commitment to excellence, transparency, and integrity. We take immense pride in fostering close partnerships with each of our clients, ensuring seamless integration and sustained support every step of the way.

Pioneering Leadership:

As industry leaders, we strive to set new standards of excellence in the hotel supplies and services sector. Through relentless innovation, dedication to sustainability, and a keen focus on emerging trends, we aim to redefine the benchmarks for quality and customer service.

Together, let us embark on a journey of collaboration, innovation, and success. Welcome to Sehr Altaamol, where excellence is not just a goal but a way of life.

Warm regards,

Owner



Industry Leadership

We aspire to be a leader in the hotel supplies and services sector, setting benchmarks for quality, innovation, and customer service. Our dedication to sustainability and staying at the forefront of industry trends ensures that we deliver excellence at every turn.



Our Philosophy

Sehr Altaamol began with a simple intent: provide creative OS&E solutions for Saudi Arabia's maturing hospitality industry. While simple, this intent has grown into a new business model that connects clients to manufacturers, delivering quality products, services, and experiences. We continually think towards economy and practicality in each of our partnerships across Saudi Arabia and the globe.

Sehr Altaamol provides single-window solutions for hospitality FF&E and OS&E requirements: sourcing and manufacturing products tailor-suited to client needs for various departments. We pride ourselves in helping clients achieve across-the-board brand consistency and scalability with our prompt dispatch and innovative stock strategy solutions. Our team is committed to lasting relationships, built upon trust and the promise of a job well done.

Company Vision

Vision

At Sehr Altamool, our vision is to redefine excellence in the hospitality industry through unparalleled service, innovation, and commitment to sustainability. We strive to be the leading provider of high-quality hotel supplies and comprehensive services, setting new standards for professionalism and integrity. Our goal is to empower hotels to deliver exceptional guest experiences by leveraging cutting-edge technology, sustainable practices, and a highly skilled team. Through our dedication to continuous improvement and client satisfaction, we envision a future where every hotel we partner with thrives, creating lasting impressions and fostering guest loyalty.

Company Mission

Mission

By understanding our clients' needs, providing personalized solutions, and delivering exceptional service at every touchpoint. We aspire to be a leader in hotel supplies and services sector, setting industry benchmarks for quality, innovation, and customer service. Our mission is to conduct business with the highest level of professionalism, honesty, and integrity. We believe in investing in our employees' growth and development.

Our **Goal**

Promote Sustainability



We recognize the importance of sustainable practices in the hospitality industry.

Innovation



We are committed to staying at the forefront of industry trends and technological advancements.

Guest Experience



We strive to contribute to exceptional guest experiences in our clients' establishments.







SASEHR ALTAAMOL

Our Service

Hospitality Supplies



Altaamol specializes Sehr providing comprehensive hospitality supplies tailored to meet the unique needs of our clients. From luxury hotels boutique establishments, we offer a wide range of OS&E (Operating Equipment) Supplies and solutions. Our meticulous sourcing procurement processes ensure that we deliver products of the highest quality and durability. Whether it's custom furniture, luxurious linens, or state-of-theart operational equipment, we are dedicated to enhancing the guest experience and operational efficiency for every hospitality establishment we serve.





SASEHR ALTAAMOL

Our Service

Turnkey Project OS&E



specializes Altaamol Sehr comprehensive OS&E (Operating Supplies and Equipment) solutions tailored for turnkey projects. Our expertise extends to sourcing, manufacturing, and delivering customized products that align perfectly with the aesthetic and operational needs of hotels in Saudi Arabia. With a commitment to quality and innovation, we ensure seamless implementation from procurement to installation, enhancing the overall experience and operational efficiency for our clients in Saudi Arabia.





Projects and Achievements

At Sehr Altaamol, we have a proven track record of excellence in the hospitality industry, demonstrated through our successful partnerships and impactful projects. Our founder, Abdullah Alkathiry, has played a pivotal role in some of the most prestigious hotel openings and operations across Saudi Arabia.

Pre-Opening Projects

- Hilton Jeddah: Spearheaded the pre-opening procurement and setup, ensuring the hotel was fully equipped with high-quality OS&E.
- Makarem Hotel DUR Hospitality: Managed the comprehensive pre-opening phase, from sourcing to implementation, guaranteeing a smooth and timely launch.
- Royal Clock Tower (Raffles Makkah Palace): Led the pre-opening procurement strategies, contributing to the hotel's distinguished reputation and operational readiness.
- Ritz-Carlton Palace Riyadh: Oversaw the preopening procurement and setup, ensuring alignment with the brand's luxury standards and operational efficiency.



Projects and Achievements

Operational Roles

- Procurement Champion for Accor KSA: Played a key role in optimizing procurement processes for Accor hotels in Saudi Arabia, enhancing operational efficiency and cost-effectiveness.
- Procurement Champion for Marriott KSA: Led procurement initiatives for Marriott hotels across Saudi Arabia, ensuring the timely delivery of highquality products and services.

Scope of Operations

- Operated and supported over 10 hotels directly, ensuring consistent quality and operational excellence.
- Provided remote support to more than 38 hotels, leveraging expertise to optimize procurement and operational strategies.

These projects and roles underscore our commitment to delivering unparalleled service and excellence in the hospitality industry. At Sehr Altaamol, we leverage our extensive experience and industry knowledge to ensure that every project we undertake meets the highest standards of quality and efficiency.



Our **Partners**

Alina

Alina, founded in 1998 in Dubai. specializes in premium hotel goods, from bed linens to eco-friendly products. Committed sustainability and innovation, we offer tailored solutions, diverse product lines, and competitive pricing, ensuring exceptional quality and customer satisfaction in the hospitality sector.



Clement Design

Founded in 1996 by Mr. and Mrs. Bouville in France, Clement Design revolutionizes catering industry clothing with patented technologies like "Dry up" and "IBelt." They prioritize sustainability, using eco-friendly materials and ethical labor practices. Their products blend comfort, durability, and style, catering to chefs' needs worldwide.



SASEHR ALTAAMOL

Our **Partners**

ASCOLIA

ASCOLIA innovates with ergonomic, eco-friendly hospitality products, designed for efficiency and harmony. Their commitment to quality and sustainability spans a century, ensuring global excellence in over 80 countries.



DEGRENNE

DEGRENNE, a French specialist in tableware, enhances life with panache, humor, and elegance. Celebrating every moment, DEGRENNE adds style and boldness, transforming ordinary events into memorable experiences. Together, we elevate the Art of the Moment.

○ DEGRENNE

Our **Partners**

SABAH bedding

SABAH Bedding, a family-owned Turkish company, has crafted top-quality mattresses and hotel textiles for over 40 years. With a 10,000 sqm factory producing 1,000 beds daily, we ensure excellence and sustainability. Trusted by major hotel chains like Marriott and Radisson, we prioritize people, planet, and profit.



Salvinelli

Founded in Lumezzane, Brescia, Salvinelli is a family-owned cutlery manufacturer now led by its third generation. Combining traditional craftsmanship with robotic technology, Salvinelli oversees every production stage in its 5,000 sqm facility. Known for refined, customizable cutlery, they cater to both Ho.Re.Ca. and everyday consumers worldwide.



Our Clients

Ministry of Tourism

We are honored to count the Ministry of Tourism among our esteemed clients. Collaborating with the Ministry has allowed us to contribute significantly to development and enhancement of the hospitality sector in Saudi Arabia. Our work with the Ministry of Tourism underscores our commitment to excellence innovation, helping to elevate the standard of hospitality services across the region. Together, we strive to create memorable the rich experiences that showcase cultural heritage and vibrant future of Saudi Arabia's tourism industry.



We are proud to count the Saudi Space Commission among our esteemed clients. Collaborating with such a forward-thinking organization has been an honor, allowing us to extend our expertise beyond hospitality to support their innovative and ambitious space initiatives. Our partnership reflects our versatility and commitment to excellence, providing tailored solutions that meet the unique needs of the Saudi Space Commission.





Our Clients

Al Faisaliah Hotel

We are proud to count Al Faisaliah Hotel, Riyadh among our esteemed clients. Known for its luxurious accommodations and impeccable service. Our partnership has helped the hotel maintain its high standards of elegance and functionality, ensuring a superior guest experience that aligns with its prestigious reputation.



Dan Company

Dan Company, a valued client of Sehr Altaamol, epitomizes innovation excellence in their industry. Known for their commitment to quality and customer satisfaction, Dan Company consistently trusted Sehr Altaamol to tailored solutions for provide hospitality needs. We are proud to support Company in their quest operational efficiency and guest satisfaction, delivering products services that align seamlessly with their high standards. Together, we forge a partnership built on mutual respect and a shared dedication to excellence in every aspect of their business.



Our Clients

Red Sea Global

Red Sea Global (RSG), owned by Saudi Arabia's Public Investment Fund, leads innovative, sustainable development. Focused on enhancing well-being, RSG's portfolio includes The Red Sea and Amaala, luxury tourism destinations that protect and enhance the environment. Integral to Vision 2030, RSG boosts economic opportunities and cultural heritage.



Sehr Altaamol is proud to have partnered with the esteemed Ritz-Carlton Palace in Riyadh. collaboration involved Our overseeing the pre-opening procurement and setup, ensuring that the hotel was equipped with the finest FF&E and OS&E. By aligning with Ritz-Carlton's renowned luxury standards, we contributed to creating an exceptional and unforgettable quest experience. This partnership exemplifies our dedication to quality and excellence in serving top-tier hospitality establishments.





Our Clients

Marriott Hotels

At Sehr Altaamol, we are proud to serve Marriott Hotels as one of our esteemed clients. Our role as the Procurement Champion for Marriott KSA involves providing tailored procurement solutions that ensure operational efficiency and excellence. By leveraging our expertise, we Marriott Hotels maintain their renowned standards of quality and service, contributing to their success across Saudi Arabia.

Hiltons

At Sehr Altaamol, we are proud to have Hilton as one of our esteemed clients. Our Hilton collaboration with has been instrumental in delivering superior FF&E and OS&E solutions for their properties. We have successfully supported Hilton in preopening and operational phases, ensuring that their hotels are equipped with the highest quality products, enhancing guest experiences and operational efficiency. This partnership underscores commitment to excellence and our ability to meet the rigorous standards of one of the world's leading hospitality brands.





Our Clients

Fairmont

We are proud to have Fairmont Hotels as one of our esteemed clients. collaboration with Fairmont, particularly during the pre-opening of the Fairmont Royal Clock Tower, has allowed us to showcase our commitment to quality and excellence. By providing tailored FF&E and OS&E solutions, we have helped Fairmont maintain its reputation for luxury and experiences. exceptional guest partnership with Fairmont exemplifies our ability to meet the exacting standards of world-class hospitality brands.

ACCOR

We are proud to count Accor as one of our esteemed clients. As a global leader in the hospitality industry, Accor's commitment to excellence aligns perfectly with our values at Sehr Altaamol. Our role as the Procurement Champion for Accor KSA has allowed implement strategic us to solutions enhance procurement that operational efficiency and ensure the delivery of superior products and services. partnership underscores dedication supporting world-class to hospitality brands in achieving their goals.





Our Clients

Crown Plaza

Sehr Altaamol proudly collaborates with Crowne Plaza, a renowned name in the hospitality sector known for commitment to excellence and quest satisfaction. As a trusted partner, we support Crowne Plaza in enhancing their quest experiences through tailored solutions. Our partnership with Crowne Plaza exemplifies our dedication delivering high-quality products and services that meet the exacting standards of this esteemed brand. Together, we strive to elevate hotel operations and create memorable stays for every guest at Crowne Plaza properties.



MANSARD

We are proud to include the prestigious MANSARD Hotel Riyadh among our esteemed clients. Our collaboration with MANSARD Hotel Riyadh highlights our dedication to quality and our ability to meet the unique demands of luxury hospitality establishments.



Official **Documents**

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الرقم الموحد : ، ۷۰۱۲۴۸۹۱۷ رقم المنشأة : ۴۰۳۰۲۴۸۴۱ التاريخ : ۱۴۳۶/۰۷/۱۸ هـ

شهادة تسجيل مؤسسة فردية Individual Establishment Registration Certificate



			عارية	ومسة سحر التعامل الت	الدسم التجاري للمؤسسة :	
			مركزها الرئيسين : ١٣٤٣، النفيسان، حي ظهرة لين، ٣٥٢١			
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To Verify The Information Of This Certificate Visit المراجعة الموادية المراجعة المر

Official **Documents**

VAT



SASEHR ALTAAMOL

Official **Documents**

Localization



Official **Documents**

GOSI



التاريخ ۱۴(۰/۰۷/۱۰ الموافق ۲۲/۰۱/۲۰۲۴ رمز الشهادة ۱۰۹۲۷۲۰

شهادة

إسم المنشأة: مؤسسة سحر التعامل التجارية إسم صاحب العمل: عبدالله بن عمر بن احمد الكثيري ص.ب : ١٠١٠٤ جدة ٢١٣١١

السعودية

سعوب رقم الإشتراك : ٥٠٦٦٠٣١٤٥ رقم السجل التجاري: ٥٠٣٠٢٤٨٤١٠

: مصدره :

عدد المشتركين السعوديين عدد المشتركين غير السعوديين

الاثة مثتركين
 خمسة مثتركين
 شائية مثتركين

نشهد المؤسسة العامة للتأمينات الإجتماعية بأن المنشأة المذكورة أعادة قد أوقت بإلتر المائها تجاه المؤسسة وقع النيانات المقتمة منها حتى تاريخ إصدار هذه الشهادة ، والتي تم منحها التقديمها لأية جهة تطلبها ، وهي صداحة لجميع الأعراض التي نص عليها نظام التأمينات الإجتماعية في المادة (١٩/٣) منه.

هذه الشهادة سارية العلمول حشى ١٩١٠٨/١٠ هـ

يلزم التحقق من صحة وصلاحية الشهادة عبر زيارة الرابط أن عن طريق استخدام أنناه في الموقع الإنكثروني للمؤسسة العامة للتأميلات الإجتماعية الرغز الععرف الثلي :

www.gosi.gov.sa/vc

(الشهادة معتمدة من صاحب الصلاحية ولا تحتاج إلى توقيع أو ختم)









عد هذه الشهدة من الرفتق الاكترونية المكومية الرمسية ، ويحفر فقيها نظيمه أو إنتقال أن تحيثات عليها مواه بالإنساطة أو فنطف أو التغيير في بيلانها أو عرز نقام من الوزاع التحييل، وإنه المناه المربية من فقي ما تحرير عالون الشهدة الأفي الأعراض الله أما في المهامة المنافعة في ميلونسه نظام التعليق الاجتماعية من عقوبات ، واليومية المنافعة الأفي الأعراض الله أصدرت اللهاء وقالا المكتم نظام التعليفات الاجتماعية وتعلق العملة عليفات الاجتماعية عبر مسوولة عن أن أكار لدس عرضة قبل نابير عن الشهدة وغير مسوولة عن أن عشية تأوير أو تحيل نتم على البيفات الواردة فيها .

Official **Documents**

Monshaat

منشآت monsha'at



اسم المنشأه: مؤسسة سحر التعامل التجارية - تاريخ الإصدار: 2024-06-23 السجل التجاري: 4030248410 - الرقم الوطني: 7012489170

رقم شهادة: 24210143973 صلاحية الشهادة: سنة من تاريخ الإصدار *

تشهد الهيئة العامة للمنشآت الصغيرة والمتوسطة "منشآت" بأن المنشأة المذكورة أعلاه تندرج من ضمن المنشآت الصغيرة والمتوسطة وفقًا للتعريف المعتمد لدى "منشآت"

يتم التحقق من الشهادة من خلال موقع منشآت

https://profile.monshaat.gov.sa/validate

تعد هذه الشهادة من الوثائق الحكومية الرسمية، ولا يجوز تداولها أو استعمالها إلا في حدود الأغراض التي أصدرت لأجلها، ويحظر قطعياً تقليدها أو إدخال أي تعديلات عليها سواء بالإضافة أو الحذف أو التغيير في بياناتها أو غير ذلك من أنواع التعديل، وتعد هذه الشهادة لاغية إذا شابها شيء من ذلك، كما تعرض من ارتكب ايّ مما سبق إلى الملاحقة النظامية أمام الجهات المختصة دون الإخلال بما تنص عليه الأنظمة ذات العلاقة.

• يجب التحقق من خلال رابط موقع منشآت عن صلاحية الشهادة حيث أنه يتم التحديث بشكل دوري

SASEHR ALTAAMOL

Official **Documents**

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شهادة التوطين

تاريخ انتهاء الصلاحية رقم الشهادة 05/10/2024 13/05/2024 184336-12211166 07/07/2024 تاريخ التجديد/التحديث 🗳 تم التحقق حالة الشهادة مؤسسة سحر التعامل التجارية اسم المنشأة رقم المنشأة 9-173294 4030248410 رقم السجل التجاري 7012489170 رقم المنشأة الموحد 🏻 اخضر مرتفع مستوى نطاقات 36% معدل التوطين



VISION d__igi

The Ministry of Human Resources, and Social Development certifies that the above mentioned Establishment has achieved the required Saudication rate and has been gramed this certificate upon reques

The certificate is electronically generated and approved by the sufficiency of test and retains any element or states.

لشهد وزارة الموارد البشرية والثامية الأجلمانية بأن المتفادة المذكورة أعلاه حقات نسبة الأوطين المطلوبة أنه مادها هذه الأطارة بأن مد بالرها

الشهادة ثم إنشاؤها إلكثرونياً ومعتمدة من الجهة المحتصة ماذ إجالت المرحدة لم تعضع SASEHR ALTAAMOL

Official **Documents**

Chamber Of Commerce



Membership

تشهد بأن This is to certify that

مؤسسة سحر التعامل التجارية

Not Available

عضو في الغرفة التّجارية Is a member in the chamber

Certificate Date 22/01/2024 - 10/07/1445 تاريخ طباعة الشهادة Date of Membership تاريخ الاشتراك Date of Expiry 30/11/2025 - 09/06/1447 تاريخ الانتهاء حالة الاشتراك Subscription Status فعال 7012489170 رقم المنشأة الموحد Membership No 185607 رقم الإشتراك الثالثة Membership Degree درجة الإشتراك Commercial Record/License 4030248410 الرخصة/السجل التجاري



P O Box

التوقيع محمد أحمد العطاس مدير إدارة شؤون خدمات العملاء





صندوق البريد



Official **Documents**

ZAKA Certificate



Thank You

Thank you for taking the time to learn about Sehr Altaamol. We are excited about the opportunity to collaborate with you and contribute to your success in the hospitality industry. Together, we can create exceptional experiences and elevate your hotel operations to new heights.



Contact Us

- +966 (0) 543312281 | +966 (0) 12 6050495
- www.sehraltaamol.com | info@sehraltaamol.com
- Alaswast Valley St. Riyadh, Saudi Arabia

