



AL-SHARQIYAH HABOUB

MANPOWER. CONSTRUCTION. REAL ESTATE DEVELOPMENT.

Integrated project capability across Saudi Arabia.

COMPANY OVERVIEW

Built around people. Structured for projects.

ASH coordinates workforce supply, construction support, real estate development and the operational resources required for dependable delivery.

ESTABLISHED

2024

MARKET

Saudi Arabia

CLASSIFICATION

Grade 1

Our purpose is practical: understand the requirement, organise the right people and resources, and support dependable delivery from mobilisation through completion.

Photography is representative of the capabilities and environments described. Verified project references and statutory documents are provided separately when required.

MANAGEMENT MESSAGE

Capability begins with people.

“Our commitment is to build trusted relationships through disciplined delivery, responsible workforce support and a clear understanding of project realities.”

ASH was established with a forward-looking operating model: combine qualified people, construction knowledge and development capability to support clients as their requirements evolve.

We remain focused on safety, transparency and long-term value while contributing to the Kingdom’s growth priorities.

MANAGEMENT

DIRECTION

A clear purpose. A disciplined way of working.

VISION

To become a trusted Saudi partner for workforce, construction and development support.

MISSION

To coordinate capable people and project resources with care, accountability and responsiveness.

- Integrity — clear commitments and responsible conduct
- Safety — people and project requirements come first
- Accountability — ownership from mobilisation to support
- Partnership — relationships built for the long term

COMPANY AT A GLANCE

Verified foundations for responsible growth.

2024

Established

GRADE 1

Contractor classification

QUALIFIED

Real estate developer

KSA

Operating market

Only verified qualifications and company facts are presented in this profile.

One coordinated platform. Multiple ways to support delivery.

01 **WORKFORCE**

Role matching, mobilisation and ongoing coordination

02 **CONSTRUCTION**

Civil, structural, finishing and project support

03 **DEVELOPMENT**

Real estate opportunity review and development support

04 **OPERATIONS**

Accommodation, logistics, equipment and procurement support

Capabilities are delivered according to the agreed contract scope and may include directly managed or coordinated resources.



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OUR PRIMARY CAPABILITY

Construction manpower. Mobilised with control.

Right people. Right skills. Ready for your project.

Engineering, supervision, technical trades, operators, drivers and project support personnel.

WORKFORCE CAPABILITY

Manpower supply built around project demand.

ASH supports temporary, project-based and longer-term workforce requirements across construction, industrial, facility and operational environments.

PROFESSIONAL

Managers · Engineers · Planners · Quantity surveyors · QA/QC · HSE

SUPERVISORY

Site engineers · Supervisors · General foremen · Trade foremen

SKILLED TRADES

Civil · Mechanical · Welding · Electrical · Instrumentation · HVAC

OPERATIONS

Equipment operators · Drivers · Logistics · Facility and general support

RECRUITMENT & SELECTION

Every deployment begins with the right match.

Candidate selection is aligned to role requirements, site conditions, mobilisation timing and client expectations.



- Role profile and deployment conditions confirmed
- Candidate sourcing through available recruitment channels
- Initial screening for experience and suitability
- Client interview or trade test coordination when required

DOCUMENTATION & COMPLIANCE

Clear records support confident mobilisation.

**IDENTITY**

Passport, residency and identity records

QUALIFICATION

Trade certificates, licences and experience records

PROJECT ACCESS

Medical, induction and client-specific requirements

CONTROL

Document register, validity checks and mobilisation files

A controlled path from requirement to site support.

01	Define	Role, quantity, duration and site conditions
02	Source	Candidate identification and availability
03	Verify	Documents, competency and role requirements
04	Mobilise	Medical, onboarding and deployment coordination
05	Support	Attendance, replacement and client liaison

ENGINEERING & MANAGEMENT

Technical leadership for demanding projects.

Professional personnel aligned to project controls, engineering and delivery requirements.

PROJECT LEADERSHIP

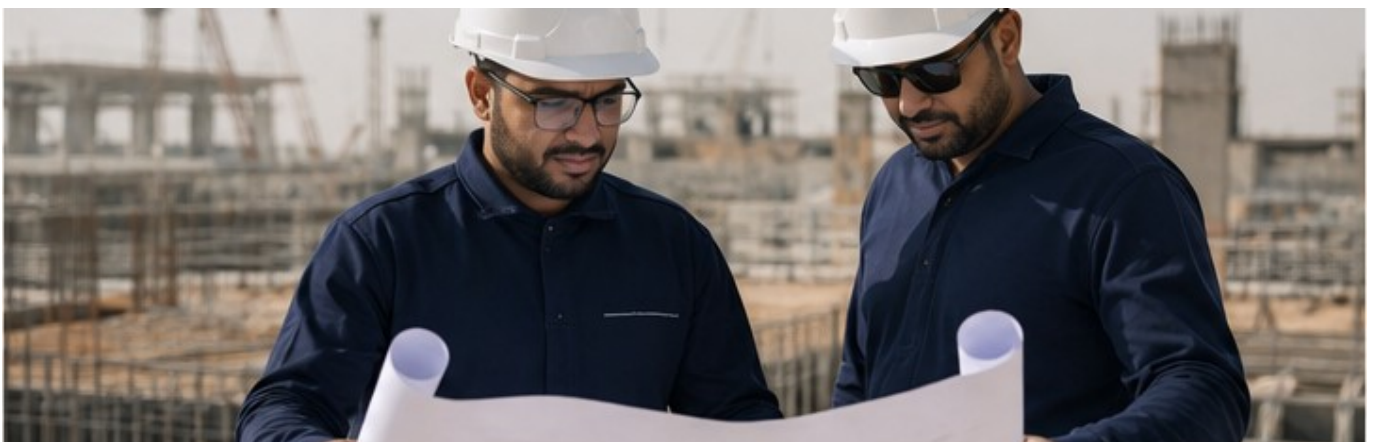
Project managers · Construction managers · Planning engineers

ENGINEERING

Civil · Mechanical · Electrical · QA/QC · HSE engineers

PROJECT CONTROLS

Quantity surveyors · Surveyors · Draftsmen · Document controllers



SUPERVISION & CIVIL TRADES

Site teams that turn plans into progress.

Supervision and skilled trades organised around construction requirements.

SUPERVISION

Site supervisors · General foremen · Civil foremen · Safety officers

STRUCTURAL TRADES

Carpenters · Steel fixers · Masons · Scaffolders

FINISHING TRADES

Painters · Plasterers · Tile masons · Waterproofing · Gypsum workers



MECHANICAL & ELECTRICAL

Specialist trades for technical environments.

Personnel supplied according to trade competency and client requirements.

MECHANICAL & PIPING

Pipe fitters · Fabricators · Millwrights · Riggers

WELDING & HVAC

Welders · Mechanical technicians · HVAC technicians

ELECTRICAL & INSTRUMENTATION

Electricians · Cable technicians · Instrument and low-current technicians



OPERATORS & LOGISTICS

The people behind continuous operations.

Operators, drivers and logistics personnel for project and industrial environments.

EQUIPMENT OPERATORS

Crane · Forklift · Excavator · Loader · Grader · Telehandler · Manlift

DRIVERS

Light and heavy drivers · Bus drivers · Trailer drivers

LOGISTICS

Storekeepers · Warehouse staff · Material controllers · Logistics coordinators



FACILITIES & SUPPORT PERSONNEL

The teams that keep sites and accommodation running.

Support personnel can be coordinated according to project, camp, facility and client requirements.

**FACILITIES**

Maintenance technicians ·
Housekeepers · Cleaners

CATERING

Cooks · Kitchen helpers · Service staff

ADMINISTRATION

Timekeepers · Coordinators · Data-entry
and office support

SECURITY & WELFARE

Security personnel · Camp and welfare
support

Local reach. International access.

Workforce requirements can be supported through available local and international recruitment channels, subject to role, visa, licensing, timing and contract conditions.

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- Requirement planning and sourcing strategy
 - Candidate pipeline and availability review
 - Trade testing and client selection support
 - Travel, onboarding and deployment coordination
 - Saudi regulatory and project-specific compliance

Prepared before deployment. Supported after arrival.



- Medical fitness and client-required screening coordination
- PPE, induction and site-access preparation
- Employment and mobilisation documentation control
- Arrival, orientation and deployment scheduling

TRANSPORT & DEPLOYMENT

Workforces move according to the project plan.

Transport and route coordination help connect accommodation, project sites and shift requirements.



- Mobilisation and arrival coordination
- Daily workforce transportation planning
- Shift, route and pickup-point coordination
- Driver, vehicle and attendance liaison

ACCOMMODATION & WELFARE

Mobilisation continues beyond deployment.

ASH coordinates practical systems that help workforces remain ready, supported and connected to project requirements.



- Accommodation and camp-support coordination
- Catering, housekeeping and welfare support
- Transportation between accommodation and site
- Attendance, documentation and site liaison

Safe. Organised. Responsive.

ENGAGEMENT MODELS

Workforce support shaped around project demand.

The commercial and deployment model is agreed against scope, duration, location, supervision and client requirements.

TEMPORARY

Short-duration and urgent workforce requirements

PROJECT-BASED

Personnel aligned to an agreed project or work package

PEAK DEMAND

Additional teams for mobilisation, shutdown or programme pressure

LONGER-TERM

Continuity support for ongoing operational requirements

Final terms remain subject to contract, legal requirements, candidate availability and the agreed division of responsibilities.



CONSTRUCTION CAPABILITY

Built to support project delivery.

Civil works · Infrastructure · Structural works · Finishing · Fit-out · MEP coordination

Grade 1 contractor classification

REAL ESTATE DEVELOPMENT

Development that connects opportunity with execution.

ASH approaches real estate through practical assessment, coordinated planning and delivery capability.

**OPPORTUNITY**

Land and development opportunity review

PLANNING

Feasibility, design and approval coordination

DELIVERY

Construction and project resource integration

VALUE

Assets designed around market and operational needs

OPERATIONAL SUPPORT

Resources that keep projects moving.

INDUSTRIAL SUPPORT

Maintenance, shutdown and site-support coordination

EQUIPMENT

Heavy machinery, lifting, access and power support

LOGISTICS

Transportation, warehousing and material movement

PROCUREMENT

Project materials and operational supply coordination

Resource availability is confirmed against each project requirement and agreed contract scope.



ILLUSTRATIVE PROJECT SCENARIO

CONSTRUCTION AND INDUSTRIAL

Building, infrastructure and shutdown support



PROJECT CONTEXT

Representative building, civil infrastructure, fit-out and industrial maintenance requirements.

CAPABILITY APPLICATION

Workforce planning, trade mobilisation, supervision, equipment coordination and site logistics.

TYPICAL RESOURCES

Engineers · Foremen · Civil trades · MEP trades · Welders · Riggers · Operators

Representative scenario for capability presentation — not presented as a named completed ASH project.

ILLUSTRATIVE PROJECT SCENARIO

REAL ESTATE AND ACCOMMODATION

Residential and workforce development support



PROJECT CONTEXT

Representative residential community and purpose-planned workforce accommodation requirements.

CAPABILITY APPLICATION

Opportunity review, planning coordination, construction integration and operational readiness.

TYPICAL RESOURCES

Development · Design liaison · Construction · Handover · Catering · Welfare · Maintenance

Representative scenario for capability presentation — not presented as a named completed ASH project.

ILLUSTRATIVE PROJECT SCENARIO

EQUIPMENT AND FLEET SUPPLY

Project resources and transport mobilisation



PROJECT CONTEXT

Representative requirement for heavy equipment, access systems, power support and transport fleets.

CAPABILITY APPLICATION

Supplier coordination, availability review, mobilisation scheduling and operational liaison.

TYPICAL RESOURCES

Excavators · Loaders · Forklifts · Generators · Buses · Pickups · Trucks · Trailers

Representative scenario for capability presentation — not presented as a named completed ASH project.

Standards are built into the way work is organised.

- Role and competency verification against client requirements
- PPE, induction and site-access coordination
- Toolbox talks and task-level safety communication
- Incident reporting and escalation procedures
- Quality checks, documentation and continuous improvement

All activities remain subject to applicable Saudi regulations, client procedures and project-specific requirements.

LICENCES & QUALIFICATIONS

Verified credentials. Available for review.

CONTRACTOR CLASSIFICATION

Grade 1

REAL ESTATE DEVELOPMENT

Developer Qualification

Official certificate copies and additional statutory documents are issued separately for client qualification, tender and vendor-registration review.



AL-SHARQIYAH HABOUB

Let's build your workforce plan.

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Manpower Supply · Construction · Real Estate Development