

Building HR Infrastructure From Zero for a 200-Employee Pre-Opening Hotel

Operational Frameworks & SOPs | Job Architecture | KSA Luxury Hospitality

Client: Pre-opening luxury hotel, KSA

Engagement: Ongoing

200

Employees covered

14

Departments standardized

15

Workbook modules + forms pack

The Challenge

A 200-employee luxury hotel preparing for pre-opening had no HRMS in place. Recruitment, payroll, onboarding, and compliance tracking were being run manually across scattered spreadsheets — with no single source of truth, no bilingual documentation, and no standardized structure across the property's 14 departments. As headcount ramped ahead of opening, the risk of compliance gaps (GOSI, Qiwa, Mudad) and onboarding delays was rising fast.

The Approach

Seen Brands built a comprehensive bilingual (Arabic/English) HR operating system from the ground up, structured around the property's standard 14-department hotel framework, covering every core HR function in one connected workbook rather than a patchwork of disconnected files.

What Was Built

- Recruitment & manpower planning module, aligned to pre-opening headcount targets by department
- Payroll and GOSI/Mudad tracking integrated into a single bilingual workflow
- Full onboarding checklist and employee database with org-chart mapping
- Leave & attendance tracker with automated logic
- Training tracker and Iqama & Visa tracker with red/yellow/green expiry alerts
- Performance review forms, EOSB tracker, and disciplinary/warning log
- Asset & uniform issuance tracker
- A separate bilingual HR Forms Pack: 8 standardized printable forms including Leave Request, Disciplinary Notice, Exit Interview & Clearance, and Salary Certificate Request

The Result

- One connected, bilingual system replacing scattered manual tracking across every core HR function
- Visual expiry alerts (Iqama/visa) reducing compliance risk ahead of a high-volume pre-opening ramp
- Standardized onboarding and forms across all 14 departments — no more ad hoc, department-by-department paperwork
- A structure built to scale with the property from pre-opening through stabilized operations

Why It Matters

Pre-opening is the highest-risk window in a hotel's HR lifecycle — headcount grows fastest exactly when infrastructure is thinnest. Building the system before the pressure peaks, rather than patching it together mid-crisis, is the difference between a smooth opening and a scramble.