

# H&BCL's B2B Beauty Breakthrough: Unified Commerce on Shopify Plus

How Devsinc achieved 40% Faster Wholesale Checkouts & 35% More Bulk Orders with Tiered Pricing Innovation

Client: Hair & Beauty Corp Limited  
Industry: Beauty & Personal Care  
Website: [www.hairandbeautycorp.com](http://www.hairandbeautycorp.com)  
Location: UK 🇬🇧



Services Delivered:

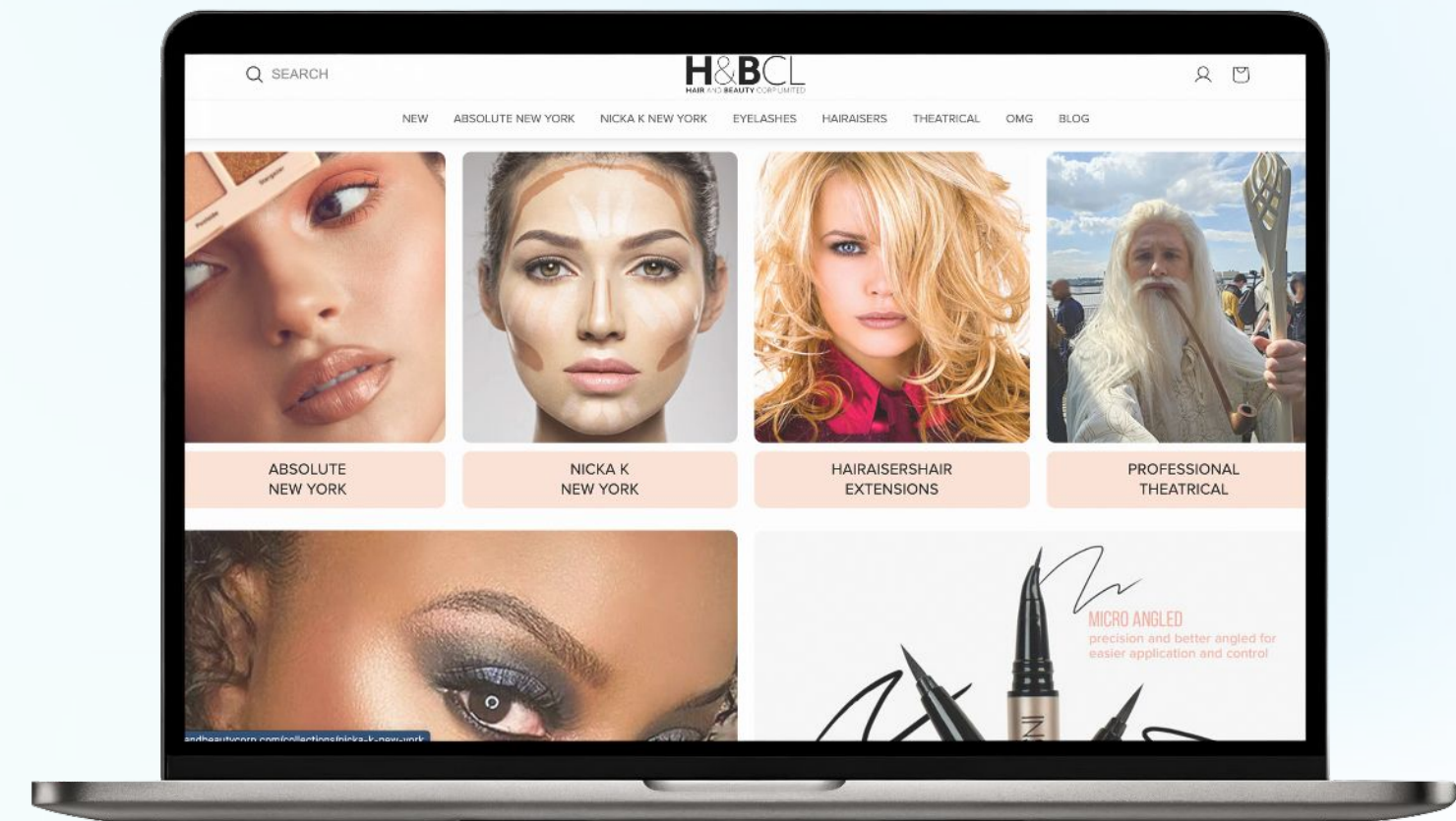


Overview:

# Powering the Beauty Industry's Supply Chain Revolution

H&BCL isn't just a distributor – it's the **invisible backbone of UK's beauty ecosystem**. From top-tier retailers sourcing bulk foundations to indie makeup artists hunting limited-edition lashes, H&BCL's vast portfolio (12,000+ SKUs) fuels every tier of the market. Its reputation hinges on two pillars: surgical precision in logistics and tiered accessibility – serving film set stylists and everyday consumers with equal finesse.

Yet, as demand exploded, **H&BCL's triple-website infrastructure** became a liability. Disjointed catalogs caused inventory mismatches, while rigid pricing tools frustrated B2B clients placing six-figure orders. Partnering with Devsinc (formerly Alchemative), H&BCL deployed Shopify Plus as its commerce command center – merging B2C charm with B2B muscle.





Challenge:

# The Challenge: Aligning Digital Infrastructure with Business Growth

As H&BCL's market presence expanded, its multi-website architecture began showing limitations in supporting the company's sophisticated operational needs. While originally designed to serve distinct customer segments, the **three separate platforms created complexities** that required careful resolution to maintain H&BCL's gold-standard service.



## Platform Fragmentation:

Managing three independent systems led to occasional inventory synchronization challenges, requiring extra diligence to ensure accurate stock levels across all customer segments.



## Pricing Gridlock:

B2B clients (40% of revenue) demanded real-time volume discounts, but legacy tools couldn't auto-adjust for orders ranging from 10 lipsticks to 10,000 hair extensions.



## Navigation Challenges:

Shopify's default three-tier menu collapsed under 12,000+ SKUs, forcing pro users to dig through 5+ clicks to find niche items like SFX makeup or clip-in bangs.



## Maintaining Service Excellence:

Throughout the transition, preserving H&BCL's renowned customer experience remained paramount, ensuring no disruption to their professional clients' workflows.



Solution:

# Engineering a Beauty Supply Powerhouse

We engineered a unified Shopify Plus ecosystem that streamlined H&BCL's operations while preserving their segmented pricing and complex catalog needs through innovative technical solutions.



## Seamless Platform Consolidation:

Merged three websites into one Shopify Plus store with zero data loss, maintaining SEO rankings through 301 redirects and inventory sync.



## Dynamic Tiered Pricing:

Implemented five automated discount tiers (Student, VIP, Trade) with volume-based triggers for B2B buyers and retail customers.



## Extended Navigation Framework:

Overcame Shopify's menu limits by embedding fourth-tier browsing within collections for efficient professional product discovery.







### **Segment-Specific UX:**

Designed distinct interfaces for bulk B2B orders and B2C shopping with personalized dashboards for each customer type.



### **Backend Optimization:**

Simplified operations with centralized product management, real-time reporting, and staff training for autonomous platform control.





Results:

# Unified Commerce Driving Measurable Growth

H&BCL’s transformation delivered both immediate performance gains and long-term strategic advantages, proving that sophisticated B2B needs can thrive on Shopify Plus.



**40%**  
**Faster B2B Checkouts**

Auto-approved trade discounts and bulk order tools reduced professional buyer transaction time from 8 to 3 minutes.

**35%**  
**Increase in Wholesale Orders**

Tiered pricing and improved navigation drove higher-volume purchases from salon chains and pro artists.

**100%**  
**Inventory Accuracy**

Real-time sync eliminated stock discrepancies across 12,000+ SKUs, reducing fulfillment errors to zero.

**25%**  
**Higher Mobile Conversions**

Responsive design with touch-optimized menus improved on-the-go ordering for busy professionals.

**30%**  
**Reduction in Support Tickets**

Unified backend reduced staff workload for order adjustments and price inquiries.

# Let's make your brand the next success story!

## About Devsinc

Devsinc is a premier full-stack technology partner delivering enterprise-grade software solutions through **15+ years** of expertise in AI, cloud, and data modernization. With **3000+** projects for **250+** global clients, our **1200+** engineers empower Fortune 500s and high-growth startups alike, driving digital transformation through innovation, scalability, and domain expertise.

Our global footprint spans strategic offices in the UAE, UK, US, and KSA, complemented by delivery centers across three continents. We combine institutional-grade security with cutting-edge agility to build adaptive digital ecosystems. Specializing in turnkey transformation, we future-proof operations and unlock exponential value through technology-led innovation.



Get in touch:

[global.business@devsinc.com](mailto:global.business@devsinc.com)



# Devsinc

*Partner with Devsinc to transform your ideas into cutting-edge digital solutions. We're ready to bring your vision to life.*

## **United States of America:**

18 S 2nd Street #120 San Jose, CA, 95113,  
United States of America.

## **United Kingdom:**

128 City Road London, EC1V 2NX  
United Kingdom.

## **United Arab Emirates:**

Concord Tower, Internet City, 9th Floor,  
Black Sea Business Centre.  
Dubai.

## **Kingdom of Saudi Arabia:**

3141 Anas Ibn Malik Rd, Al Malqa,  
13521, Riyadh.

## **Pakistan:**

### **Global Delivery Centre:**

Devsinc Tower, Ghazi Road,  
Lahore, Pakistan.

### **Delivery Centre -2 Islamabad:**

Devsinc, 102 China Road, I-10,  
Islamabad, Pakistan.

