Transforming Hair & Beauty Corp's B2C & B2B Operations with a Unified Shopify Plus Platform

Partnering with Alchemative (**acquired by Devsinc**), H&BCL aimed to ==streamline and elevate its online operations.== Utilizing Shopify Plus, the project unified various product catalogs and introduced advanced B2B pricing features, delivering an enhanced shopping experience for both professionals and individual customers.

B2B E-Commerce with Shopify

Services Used

E-commerce Development

UI/UX Design

B2B Integration

Shopify Plus

LOCATION UK

H&BCL, a **leading importer and distributor of premium cosmetic products**, serves a diverse clientele including cosmetic retail stores, consumers, salons, makeup artists, theaters, and film production companies. With a vast portfolio of hair extensions, makeup, and beauty products, HBCL is renowned for its outstanding customer service.

Challenge

Hair and Beauty Corp encountered the challenge of merging three distinct websites into a unified platform while preserving the diverse and tiered pricing structures each site previously offered. Furthermore, Shopify's default three-tier navigation presented a limitation, as the client needed a four-tier menu to ensure smooth navigation through their extensive product catalog.
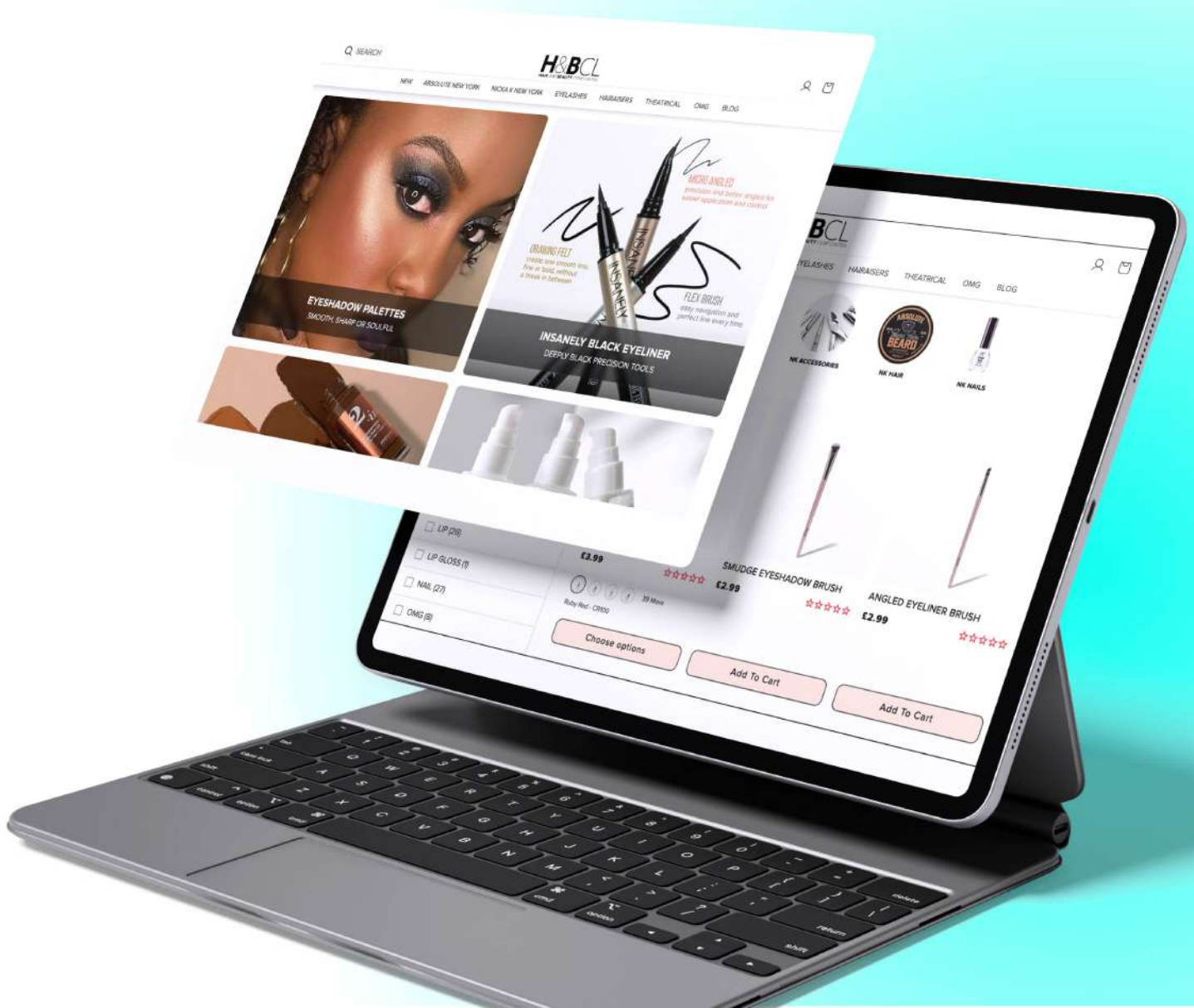
3 Separate Websites:

Serving different segments of the market through 3 different websites causing operational inefficiencies.

Tiered Pricing Model:

Required a flexible pricing system catering to various customer segments and purchase volumes.

Native Three-Tier Navigation:

Shopify's native features were limited to three-tier navigation thus causing difficulty to browse extensive product catalog.

Technical Solutions Provided

We unified all data and product lines into a single, robust Shopify Plus website. To meet B2B requirements, a tiered pricing system was implemented, offering five distinct discount levels, including Student, VIP, and Trade Discounts, ensuring tailored pricing for different customer segments. To overcome Shopify's three-tier navigation limit, the fourth tier was strategically embedded within collection pages, maintaining smooth and intuitive navigation through-out the site.
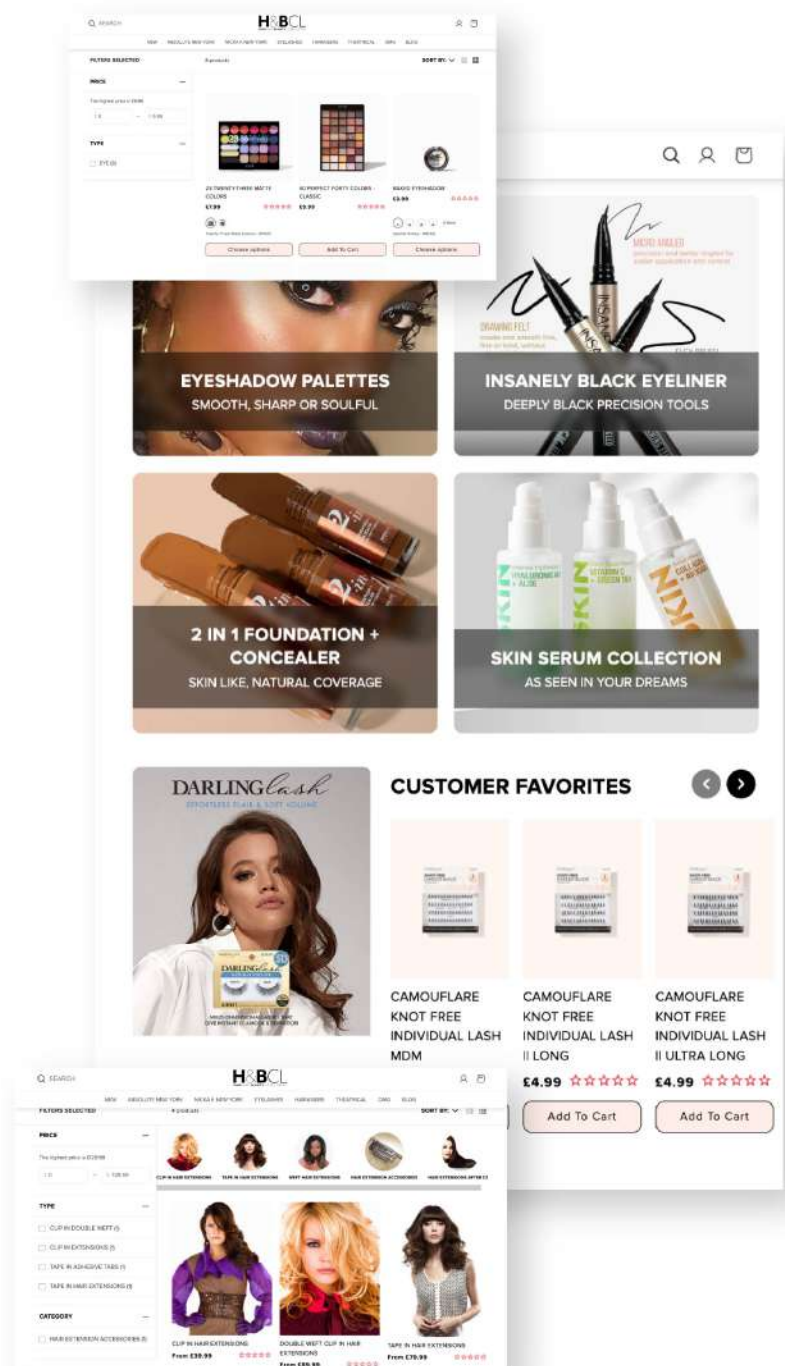
Data Migration:

Products and customer data from three websites were meticulously migrated to the new platform, ensuring a unified backend system while preserving backlinks and SEO efforts for streamlined operations.

Tier-Based Pricing Setup:

Leveraging Shopify Plus' B2B capabilities, five distinct pricing tiers were created, tailored to various customer groups, for a personalized experience.
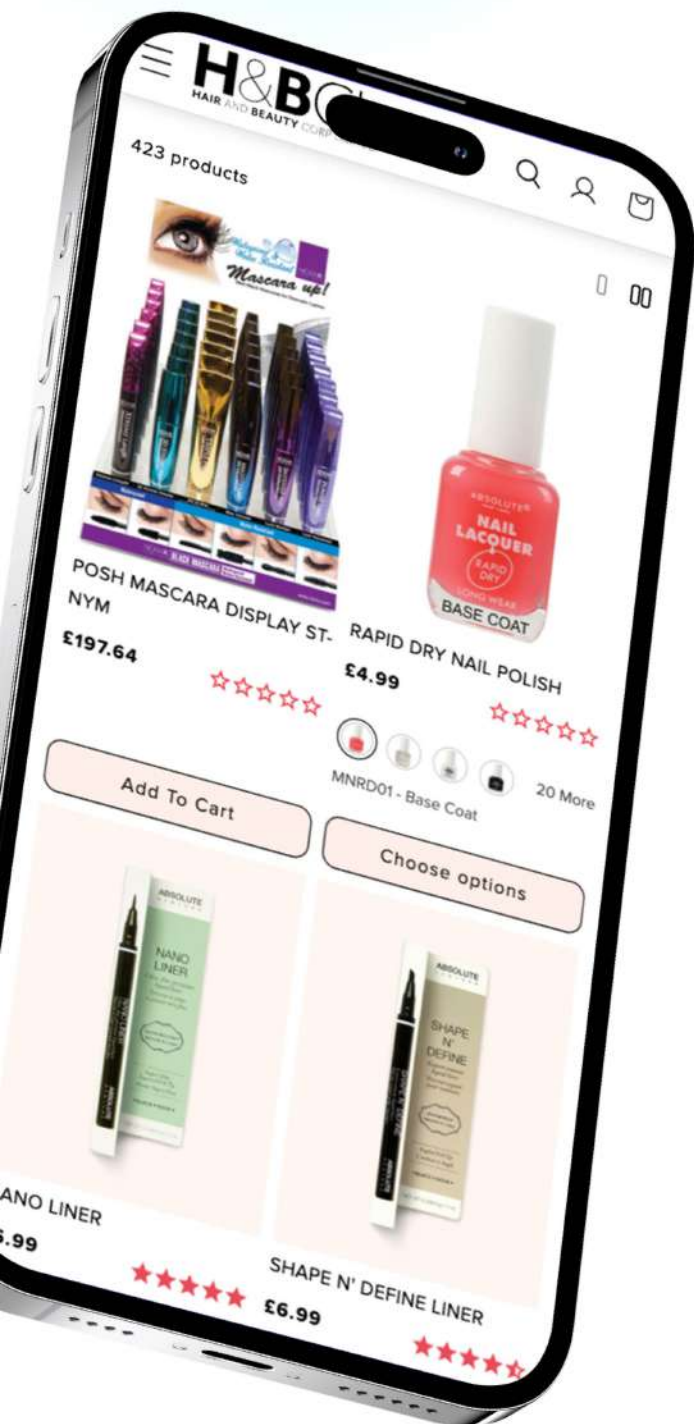
Navigation Optimization:

Despite Shopify's three-level navigation limit, a solution was devised by incorporating a fourth-tier menu within collection pages, ensuring efficient browsing across the extensive product catalog.

Benefits Achieved

This project unified multiple product catalogs and introduced advanced B2B pricing features, delivering an enhanced shopping experience. The new Shopify Plus site for Hair and Beauty Corp accomplished the following:

Improved User Experience: A centralized catalog with customized navigation allowed users to effortlessly access products and view pricing tailored to their specific tier.

Adaptive Development: The site seamlessly adjusted to various devices and screen sizes, providing a consistent experience for all online shoppers.

Enhanced Operational Efficiency: Merging three websites into one, streamlined Hair and Beauty Corp's order and inventory management, cutting down on overhead costs.

Boosted B2B Engagement: The tiered pricing system appealed to a broad range of customer segments, fostering repeat business with targeted discounts.

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Running a busy business requires the partnership of a professional team and sometimes professional contractors who can be trusted to work diligently and unsupervised in their area of expertise.

After a great deal of research, we chose to partner with Alchemative to build our Shopify Plus eCommerce store as it requires many features outside of a standard shopify store build.

We feel that Alchemative were very attentive in their development work and extremely patient as we presented them with a challenging technical build. Perfection does not exist in any of the available ecommerce software/platforms, but I can state that perfection does exist in the partnership we have forged with the team at Alchemative. With special thanks to our liaison manager Komal Jaidka who's patience and professionalism helped expedite a very taxing project.

I recommend Alchemative to any business in need of technical development support.

Mick Say
General Manager - H&BCL

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