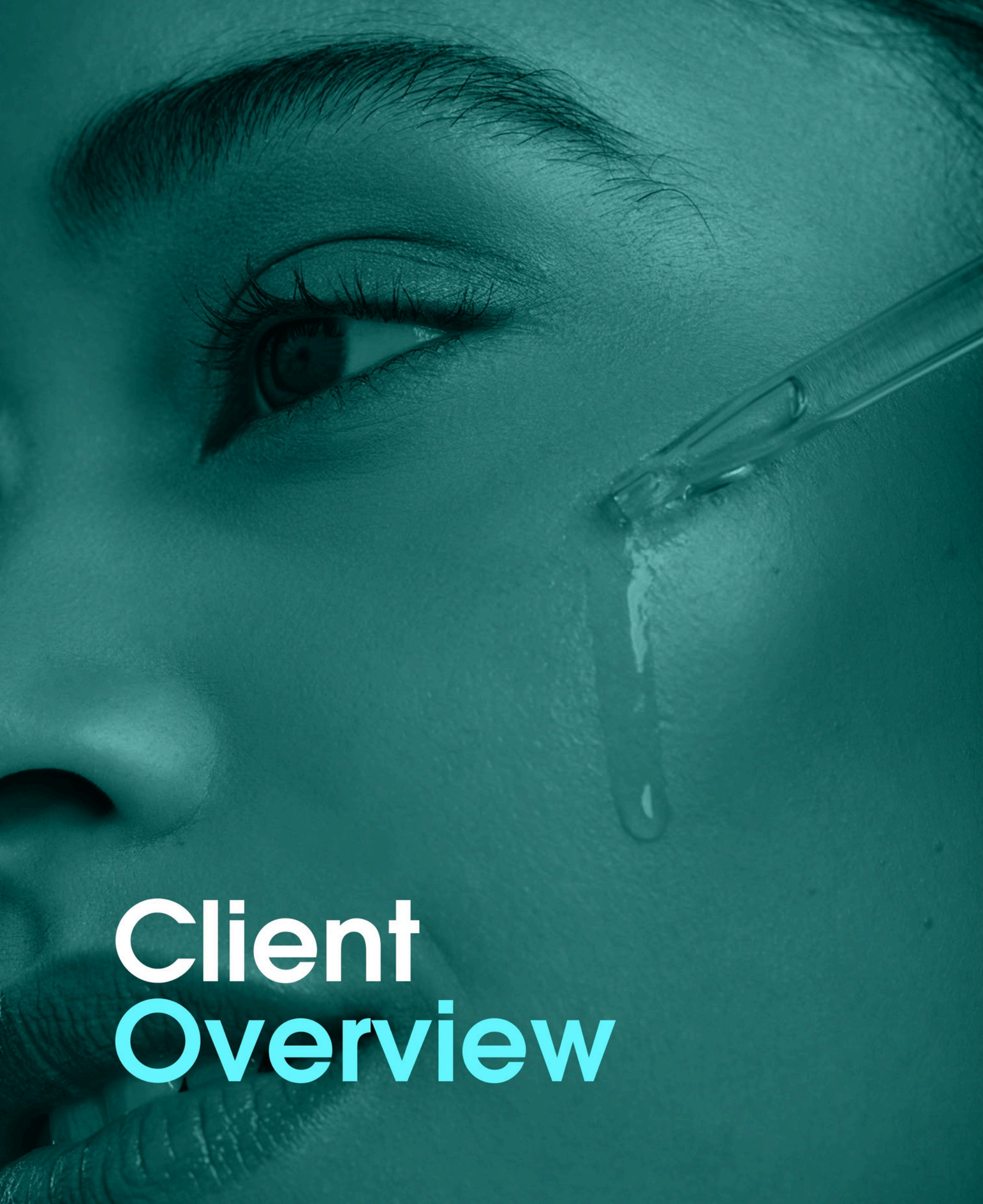


H&BCL Builds a Unified Commerce Engine for Scalable Growth

Explore how Devsinc transformed a fragmented digital ecosystem into a scalable Shopify Plus experience built for complex B2B and B2C commerce.





Client Overview

Hair & Beauty Corp Limited (H&BCL) is a UK-based beauty and personal care distributor and a backbone supplier to the UK's beauty ecosystem, carrying a portfolio of 12,000+ SKUs that serves every tier of the market - from top-tier retailers sourcing bulk foundations to indie makeup artists and film-set stylists seeking limited-edition and professional-grade products. Its reputation rests on two pillars: precise logistics and tiered accessibility, serving professional and everyday consumers alike.

As demand grew, H&BCL's three separate websites - originally built to serve distinct customer segments - became a liability, with disjointed catalogs causing inventory mismatches and rigid pricing tools frustrating B2B clients placing six-figure orders. H&BCL partnered with Devsinc (formerly Alchemative) to consolidate Shopify Plus as a single commerce platform capable of serving both B2B wholesale buyers and B2C retail customers.

Business Challenges

As H&BCL's market presence expanded, its multi-website architecture began showing real limitations. What was originally built to serve distinct customer segments instead created operational complexity that put the company's gold-standard service at risk.

1

Platform Fragmentation

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

2

Pricing Gridlock

B2B clients, representing 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.

3

Navigation Challenges

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

4

Maintaining Service Excellence

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

Together, these gaps limited SAPG's ability to guarantee authenticity and traceability at the level its production scale demanded, from the factory floor through to export dispatch.

The Approach

H&BCL needed more than a platform migration: a way to consolidate three fragmented systems into one without losing the segmented pricing and complex catalog structure its professional and B2B clients depended on. Devsinc was engaged for its Shopify Plus expertise and its ability to engineer custom B2B commerce logic on top of a platform built primarily for B2C.

Rather than a like-for-like migration, Devsinc's approach was to re-architect the commerce experience around two distinct audiences - bulk B2B buyers and everyday B2C shoppers - on a single unified backend, preserving zero data loss and existing SEO equity throughout the transition.



Scope of Engagement

Devsinc scoped the engagement around a single consolidation goal: merge three fragmented storefronts into one Shopify Plus ecosystem, without losing the segmented pricing or catalog depth H&BCL's professional clients relied on.



Key Priorities Included:

- ✓ Consolidation of three separate websites into a single Shopify Plus store, with zero data loss and preserved SEO rankings via 301 redirects and inventory sync
- ✓ Dynamic, automated tiered pricing (Student, VIP, Trade) with volume-based triggers for B2B buyers alongside standard B2C retail pricing.
- ✓ An extended navigation framework to support professional product discovery across 12,000+ SKUs, beyond Shopify's default menu limits.
- ✓ Segment-specific UX, with distinct interfaces and personalized dashboards for bulk B2B orders versus everyday B2C shopping.
- ✓ Backend optimization, including centralized product management, real-time reporting, and staff training for autonomous platform control.

The Solution

Seamless Platform Consolidation

Three separate websites were merged into one Shopify Plus store with zero data loss, maintaining SEO rankings through 301 redirects and full inventory sync.

Segment Specific UX

Distinct interfaces were designed for bulk B2B orders and B2C shopping, each with its own personalized dashboard by customer type.

Devsinc engineered a unified Shopify Plus ecosystem that streamlined H&BCL's operations while preserving its segmented pricing and complex catalog needs through purpose-built technical solutions.

Dynamic Tiered Pricing

Five automated discount tiers (Student, VIP, Trade) were implemented with volume-based triggers, serving both B2B buyers and retail customers from the same platform.

Backend Optimization

Operations were simplified through centralized product management, real-time reporting, and staff training, giving H&BCL's team autonomous control of the platform.

Extended Navigation Framework

Shopify's native menu limits were overcome by embedding a fourth-tier browsing layer within collections, supporting efficient professional product discovery across the full 12,000+ SKU catalog.

The result: a single Shopify Plus platform now serves both H&BCL's B2B and B2C customers, with segmented pricing, extended navigation, and a unified backend replacing what were once three disconnected systems.

The Results



➤ 40% faster B2B checkouts

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

➤ 25% higher mobile conversions

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

➤ 30% reduction in support tickets

A unified backend reduced staff workload for order adjustments and price inquiries.

➤ Segment-specific UI/UX

Distinct dashboards for B2B and B2C customers gave each segment an experience built for how they actually shop.

➤ 100% inventory accuracy

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

➤ 35% increase in wholesale orders

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



Looking Ahead

With a unified Shopify Plus platform now in place, H&BCL is positioned to extend its tiered pricing and navigation framework to new product lines and customer segments as the business grows, with Devsinc's support in place to sustain the platform.

Looking to unify fragmented storefronts or build B2B commerce logic into Shopify Plus?

Talk to [Devsinc's e-commerce experts](#).

About Devsinc

Devsinc is a Shopify Plus Partner with over 10 years of experience building, scaling, and optimizing Shopify commerce for retailers across North America, the UAE, and the MENA region. We have delivered 350+ Shopify stores, supported platforms handling 100K+ peak monthly transactions, and built 12 Shopify App Store apps. Our expertise spans the full commerce lifecycle: store migrations, storefront development, checkout engineering, integrations, and ongoing optimization.

Our commerce capabilities are strengthened by deep enterprise technology and digital transformation expertise. With 15+ years of engineering experience, 3,000+ successful projects, and 230+ active clients across 23 countries, Devsinc delivers enterprise application engineering, AI and data solutions, technology advisory, and product development. Combined with an AI-first approach, we help enterprises identify opportunities, modernize technology, and scale for what comes next.

10 yrs

Building on Shopify

350+

Stores delivered

100K

Peak monthly transactions

12

Shopify App Store Apps.

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