

DAVIDS HAIRSTYLISTS

CASE STUDY

SECTOR: RETAIL

INDUSTRY: HEALTH AND BEAUTY

BACKGROUND:

For over 50 years, Davids Hairstylists has been a cornerstone of the local community, earning a reputation for exceptional customer care and welcoming multiple generations of clients through their doors. Central to the success and longevity of this well-established hairdressing business has been its over 40-year partnership with ilumin Accountants.

This enduring relationship has provided Davids Hairstylists with the support and guidance needed to navigate decades of change and growth. This case study explores how having a trusted, long-term business partner can make all the difference, showcasing the value of consistency, collaboration, and shared commitment to success.



THE CHALLENGE

As Davids Hairstylists evolved over the decades, they encountered significant challenges. Adapting to shifts in the health and beauty industry, new tax laws, and changing consumer behaviours required more than just surface-level solutions. They needed a reliable, long-term partner to help navigate this complex landscape.

Economic pressures, growing competition and new market entrants further highlighted the need for a proactive, trusted advisor. Beyond traditional accounting services, they sought a partner who could provide enduring support, streamline their financial processes, and guide them through technological advancements—all while maintaining a personal connection that aligned with their values.



THE SOLUTION

ilumin became an indispensable partner to Davids Hairstylists by delivering a comprehensive suite of accounting services, including annual accounts, tax compliance, and business advisory. As the business grew, ilumin's expertise in implementing tools like Cash Manager and Smartly for payroll ensured a seamless transition to modern, efficient systems.

This forward-thinking support allowed Davids Hairstylists to focus on their craft while confidently managing their financial operations. ilumin's consistent and personalised approach was especially critical during the recent sale of the business. With up-to-date financial records and expert guidance, ilumin ensured the sale process was smooth, efficient, and free from disruptions—highlighting the value of having a trusted, long-term partner during pivotal business moments.



THE RESULTS

Seamless transition to digital systems:

Adoption of Cash Manager and Smartly, improving operational efficiency.

Consistency and reliability:

No audits or investigations from the IRD, thanks to thorough financial management.

Long-term relationship:

The personal, consistent service helped Davids Hairstylists feel like a valued client, not just a number.

Payroll and sale readiness:

Smartly streamlined staff payments, and clear records supported business sale preparation.

Ongoing support:

ilumin's regular advice allowed the business owners to feel supported throughout economic fluctuations.

Strong business decisions:

Guidance on tools and processes allowed the business to operate more efficiently, especially during COVID 19.



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When we started, everything was done the old way—a paper appointment book, bookkeeping by hand, and payments by cheque or cash, even using a zip zap for credit cards. Over the years, ilumin has been there every step of the way, helping us transition to modern systems like Smartly for payroll and online booking platforms. Their team even stopped by on their way home to help with technical issues, offering hands-on support and guidance.


-David and Deborah Lyall, Davids Hairstylists Ltd,
Wadestown, Wellington.


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