

CASE STUDY

CLIENT:	Hallensteins
INDUSTRY:	Wholesaling/Retail
LOCATION:	New Zealand
PRODUCT SUITE:	EXO Employer Services

Overview

Hallensteins has a long history in New Zealand.

With the origins of Hallensteins dating back to the gold rush days of the late 1800s, the company is a mainstay of the New Zealand retail environment, now employing more than 1000 people through its association with womenswear brand, Glassons.

A strong heritage - building the brand

In 1873, Bendix Hallenstein set up The New Zealand Clothing Factory in Dunedin, to produce quality menswear that at the time was difficult to source overseas. After facing financial difficulties, he agreed to sell his factory to the National Insurance Company to pay off the company's debt - on the condition that his brothers could lease it back. The brothers diversified and 'Hallensteins' began trading as a cash-only retail store, selling single garments - manufactured in their leased factory - at wholesale prices.

The company prospered, peaking in 1986 with 72 stores nationwide. In the same year, Hallensteins was again forced to sell off its factories - this time due to the removal of import controls forcing up the prices of locally produced products. The company now sources the majority of its product overseas, enabling it to continue the Hallensteins tradition of quality clothing at affordable prices.

Hallensteins now has 47 stores throughout the country and, despite the current economic climate, has recently opened a new store in Westgate, Auckland. "We are at a good, stable number of stores now, and are well represented throughout the country's metropolitan centres," says national retail manager, Kerry Lila. "And the outlook is very positive for the future."

"Our customers know they are buying quality that also balances the fashion and value equation, because that's what we have been doing for over 130 years. New Zealanders trust the Hallensteins brand - it wouldn't be a huge stretch to say that almost every person in the country would have set foot in a Hallensteins store at some stage."

Looking to the future

"Looking ahead, we will be focused on developing opportunities that have arisen from the current market conditions, and at using innovation to streamline operations and really drive sales growth - both in-store and online. And, like many other businesses, we will be focusing on maintaining market share and reducing costs throughout the business."

The key to driving sales and growth in a recession, with a target market that typically doesn't enjoy shopping, is to deliver the ultimate menswear experience, says Kerry Lila.

"A 'one-stop shop' where you can pick up everything you need, from comfortable casual wear, to business attire and dresswear.

"Our main goal is to create a comfortable shopping environment," says Kerry Lila. "We know that some men may not enjoy shopping in general, so we are focused on making it as easy - and painless - as possible."

Making payroll easy

In 1995, Hallensteins merged with leading women's 'fast fashion' retailer Glassons to form Hallenstein Glasson Holdings Limited, now listed on the New Zealand Stock Exchange.

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For payroll manager, Louise Hughes-Wood, this means managing wages for over 1000 employees – a feat made possible by MYOB EXO Employer Services.

“With such a large number of employees, managing the payroll could be a real nightmare, but thankfully we have MYOB EXO, which makes my job a lot easier. It’s simple, straightforward and very user-friendly. I can also generate customised reports, such as the fortnightly wages report, in less time that it takes to write an email.”

Accessibility and visibility

In total, Hallenstein Glasson Holdings operates in excess of 110 stores, with 25 stores in Australia. Due to the large number of employees and the geographic spread of the stores, the company also operates MYOB MyStaffInfo.

“MyStaffInfo takes the hassle out of payroll,” says Louise Hughes-Wood.

“It’s convenient, secure and provides visibility for branch managers to manage staff leave and timesheets more efficiently. Through MyStaffInfo, our managers are able to enter timesheet information at the store via a secure internet site, which I am then able to access almost instantaneously from head office – instead of me having to input all of the information manually.”

“Put it this way,” says Louise Hughes-Wood. “It takes me two days to process wages now, when previously it took up to four days. It saves time and sanity.”

Client details

www.hallensteins.co.nz



AUSTRALIA

Call 1300 555 110
Email exo@myob.com.au
Web www.myob.com.au/enterprise

NEW ZEALAND

Call 0800 696 239
Email exo@myob.co.nz
Web www.myob.co.nz/enterprise