



## Client case study

### KUDOS

Established in 2001, KUDOS is a successful and growing business based in the Lake District. KUDOS has gained a deserved reputation for reliable, high quality shower products developed using the latest design technology, material and production techniques.

The company is owned and managed by a team of three directors with a combined experience in the shower industry amounting to more than 60 years. Together, they have grown the business from scratch to a 90 strong workforce with an annual turnover of £12 million.

As the business has grown, its needs have changed, and the requirements for the annual audit are no exception. Rather than a basic housekeeping exercise, KUDOS now needs a forward looking audit that helps the directors as they shape their future strategy.

This has prompted them to move away from their previous auditor and turn to HLB Vantis Audit instead.



"In the past, beyond fulfilling our statutory requirements, we've not really felt that the audit has given us great value for money," explains Jim Watson, Managing Director of KUDOS.

"We always saw audit as a somewhat negative exercise where we spent a lot of time discussing minutiae, rather than focusing on the overall health and direction of the business," he continues.

"Working with HLB Vantis Audit has changed our view. They've made it their business to get a real understanding of our business. Now, we have an auditor that plays an active role in validating our future plans and approach."

Much of the success achieved by KUDOS since 2001 has been down to its prevailing culture, which permeates from the management right through the business.

This culture is built on a strong service ethic and the fact that product expertise is central to the way KUDOS sells to its customers.

In the same manner, the KUDOS management team have been impressed with the way that HLB Vantis Audit approaches working with them.

"With HLB Vantis Audit, we don't just get a team of inexperienced auditors who take a standard approach," states Mark Buchanan, Financial Director of KUDOS.

"We've been really impressed with the level of their people's experience and the way they do the groundwork before starting the audit,"

"They ask us clearly targeted questions and really take time to understand how we do business. The result is that they are well prepared, well organized and concentrate on the material issues," Mark adds.



As KUDOS looks to continue its growth, the importance of having an auditor with the experience and geographical coverage to accommodate this is key. The company has already made overseas acquisitions and is keen to expand into new markets beyond the UK.

"We want to ensure a consistent approach over time with an auditor who knows our business well. As such, it's good to know that HLB Vantis Audit has the scale and scope needed for our future plans," says Jim Watson

Both Jim Watson and Mark Buchanan are extremely pleased with the move to HLB Vantis Audit. To them, audit is no longer a low value process that provides little more than a period of disruption to the business.



Now, the focused and relevant audit outputs provided by HLB Vantis Audit offer real assurance with regard to their business practices and strategy.

Jim Watson concludes with a clear endorsement of this benefit.

"In 30 years, I've never seen that before in an audit!"

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