



Case Study:

"A Guid Fit" - a recipe for audit success

Company: J.G. Ross

Industry: Food Production and Retail

Location: Inverurie, Aberdeenshire

"We've been consistently impressed by their clear communication, technical knowledge, and strong understanding of our business. Their insightful, relevant questions added real value throughout the process. The audit was carried out efficiently and effectively, with a well-balanced mix of onsite and remote work, and was completed within the agreed timelines."

Graeme Ross, Commercial Director at J.G. Ross

The Brief

When multi award winning traditional craft baker and fresh food outlet, J.G Ross, began looking for a new audit and corporation tax partner in early 2024, they weren't just seeking technical competence, they wanted a company who could deliver a hands-on, local service. As a long established, family run business deeply rooted in the North-east, J.G Ross, share the same values as Hall Morrice, another proudly independent firm with our roots embedded in Aberdeen and Aberdeenshire.

From the first candid conversation at a social event to winning the competitive tender, the connection was instant, built on shared ethos, personal service and a commitment to getting things done with care, clarity and a professional approach.

The Challenge

Changing auditors is never a small task, especially for a long-standing business with multi-faceted group structures. J.G. Ross needed a firm that could step in, understand their operations quickly, and handle the group audit and corporation tax efficiently.

After years with the same audit provider, the challenge for Hall Morrice was to bring a fresh perspective while leading a new client onboarding process. This involved a series of in-person meetings to build trust and authenticity and ensure the intricacies of the audit went smoothly and without disruption.

Why They Chose Us

For J.G. Ross, it was the people with a professional, friendly approach at Hall Morrice who made the decision easy. After the disruption of the Covid years, they wanted a return to a more personalised service and to build a genuine partnership. Hall Morrice offered just that - a visible, hands-on audit team who'd be on site, fully engaged and easy to reach at any time.

Our approach was collaborative and responsive from day one, with a dedicated senior, manager and partner always present. For a business that's all about family values and quality, our structure and service ethos felt like a natural fit.

The Value We Added

Over a three-month period, we delivered a seamless audit and corporation tax process across the J.G Ross group companies. We brought a proactive mindset with fresh insights and practical recommendations to further enhance internal processes. The strong working relationship between the J.G. Ross team and Hall Morrice was evident throughout, contributing to an efficient and collaborative audit experience.

This year, we are also introducing new audit software, Info, to strengthen both reporting and transparency, showing that we're not just keeping pace, we're always evolving to support our clients better. For J.G. Ross, that means continuity, innovation, and the reassurance of always working with trusted faces they know on site.