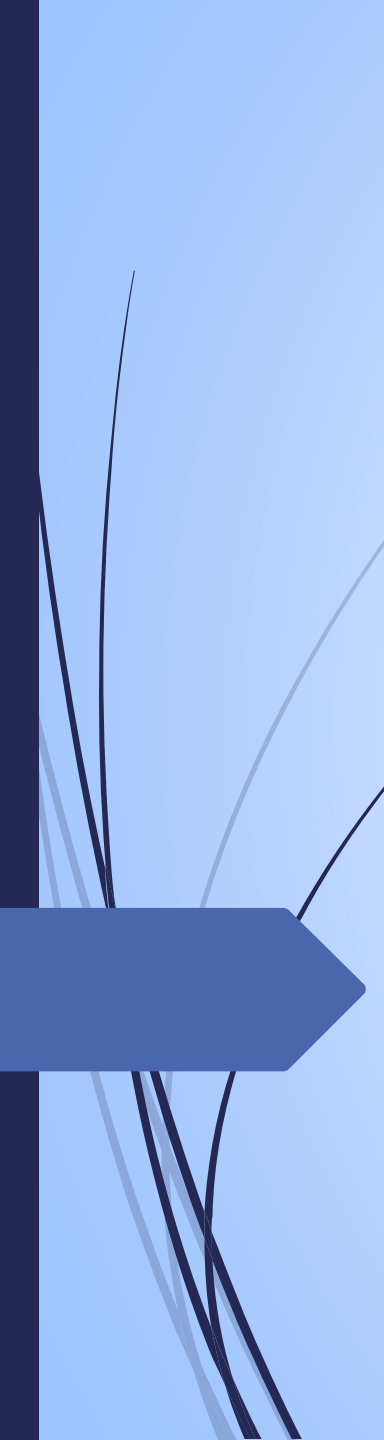




MODULE NAME: Problem Solving and  
Decision Making

MODULE CODE: LCLM4004

STUDENT NAME: Akramjon Shukurov

STUDENT ID: 2440169

LECTURER: Dr Faizu Edu

Assignment 1: Presentation

# OVERVIEW

Introduction

Company background

Problem: nature and scope

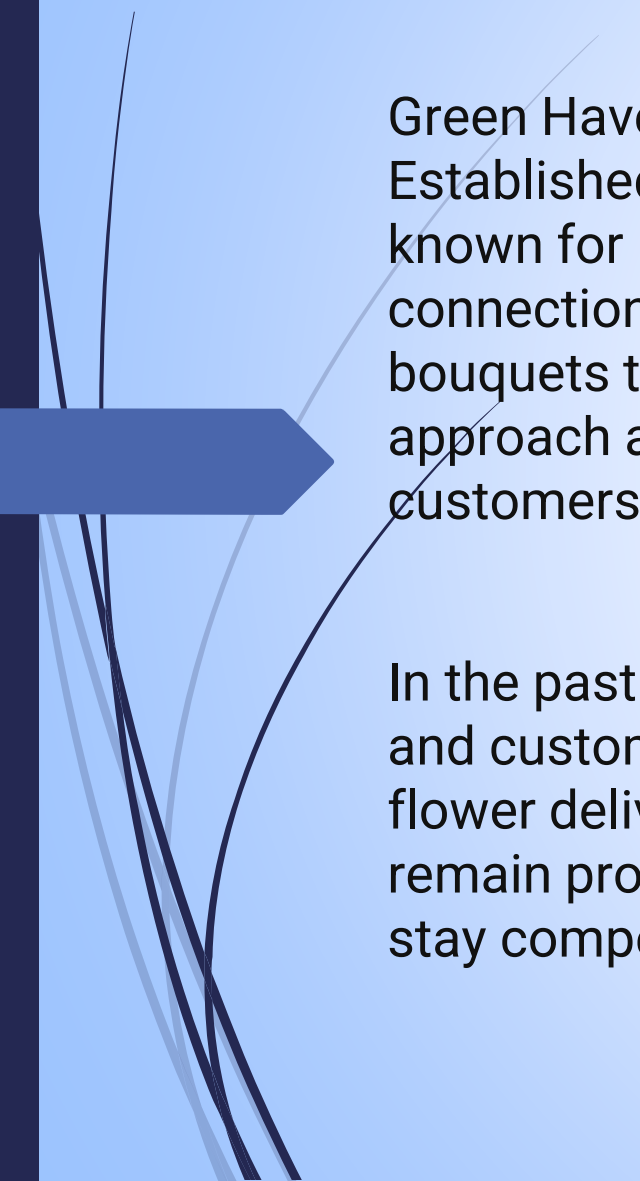
**PESTLE ANALYSIS: Green Haven Florists**

Cause and effect analysis: Fishbone diagram

Conclusion

References

# Introduction



Green Haven Florists is a small, independent flower shop based in Norwich, UK. Established in 2016 by partners Liam and Priya Patel, the business quickly became known for its custom floral designs, eco-friendly packaging, and strong community connections. The shop served a diverse customer base, from walk-in visitors buying bouquets to corporate clients and wedding events. Its success was built on a personal approach and a commitment to sustainability, which appealed to environmentally aware customers.

In the past year, however, Green Haven Florists has faced a sharp decline in both sales and customer visits. Rising operating expenses and growing competition from online flower delivery companies have put pressure on the business, making it difficult to remain profitable. Liam and Priya now need to rethink and adapt their business model to stay competitive in an evolving retail landscape.(Case study)

# Company background

## Green Haven Florists

- **Founded in 2016**
- **Owners:** Liam and Priya Patel
- **Sells flowers**
- **strong community ties**
- **Floral designs and eco-friendly packaging**
- **Significant downturn in revenue**
- **Feedback has revealed mixed sentiments**

# Problem: nature and scope

## 5W2H

Who: Liam and Priya Patel, their customers, new competitors, suppliers and the local community.

What: 30% decline in in-store sales, the loss of foot traffic, reduced activity due to the closure of nearby businesses, general shift toward online shopping, rising costs, the shop's website is outdated and difficult to navigate, two new competitors have entered the local market.

Where: The problem is rooted in Green Haven Florists Norwich high street location, which has lost foot traffic and in a competitive local and online environment that is drawing customers away.

When: The downturn began and intensified within the last 12 months, as sales dropped, costs rose and customer behaviour shifted toward online competitors.

Why: Because of reduced foot traffic, higher costs, weak online presence, stronger competition and changing consumer preferences toward digital and convenient shopping options.

How: Liam and Priya need to find out why their business is struggling, understand market changes like customer habits, online trends, and competition, and make smart choices to help Green Haven Florists stay successful in the long run.

How much: Green Haven Florists has experienced a 30% sales decline, rising costs, and increasing competitive pressure, while small online growth hasn't balanced the losses — showing the problem is large in both scale and financial impact.

# PESTLE ANALYSIS: Green Haven Florists

## POLITICAL

1. UK government support schemes for small/local businesses could offer grants or tax relief. (Broxtowe.gov.uk)
2. Post-Brexit import regulations may affect flower supply chains and costs. (euronews)

## ECONOMIC

1. Inflation and rising import prices are squeezing profit margins.
2. Reduced consumer spending power limits demand for premium floral products. (The Wall Street Journal)

## SOCIAL

1. Growing preference for convenience and online shopping over high street visits.
2. Increased consumer interest in sustainability and supporting local, ethical brands.

# PESTLE ANALYSIS: Green Haven Florists

## ➤ TECHNOLOGICAL

1. Need for website upgrades and digital marketing to stay competitive online. (GOV.UK)
2. Growth of social media platforms offers cost-effective ways to reach new audiences.

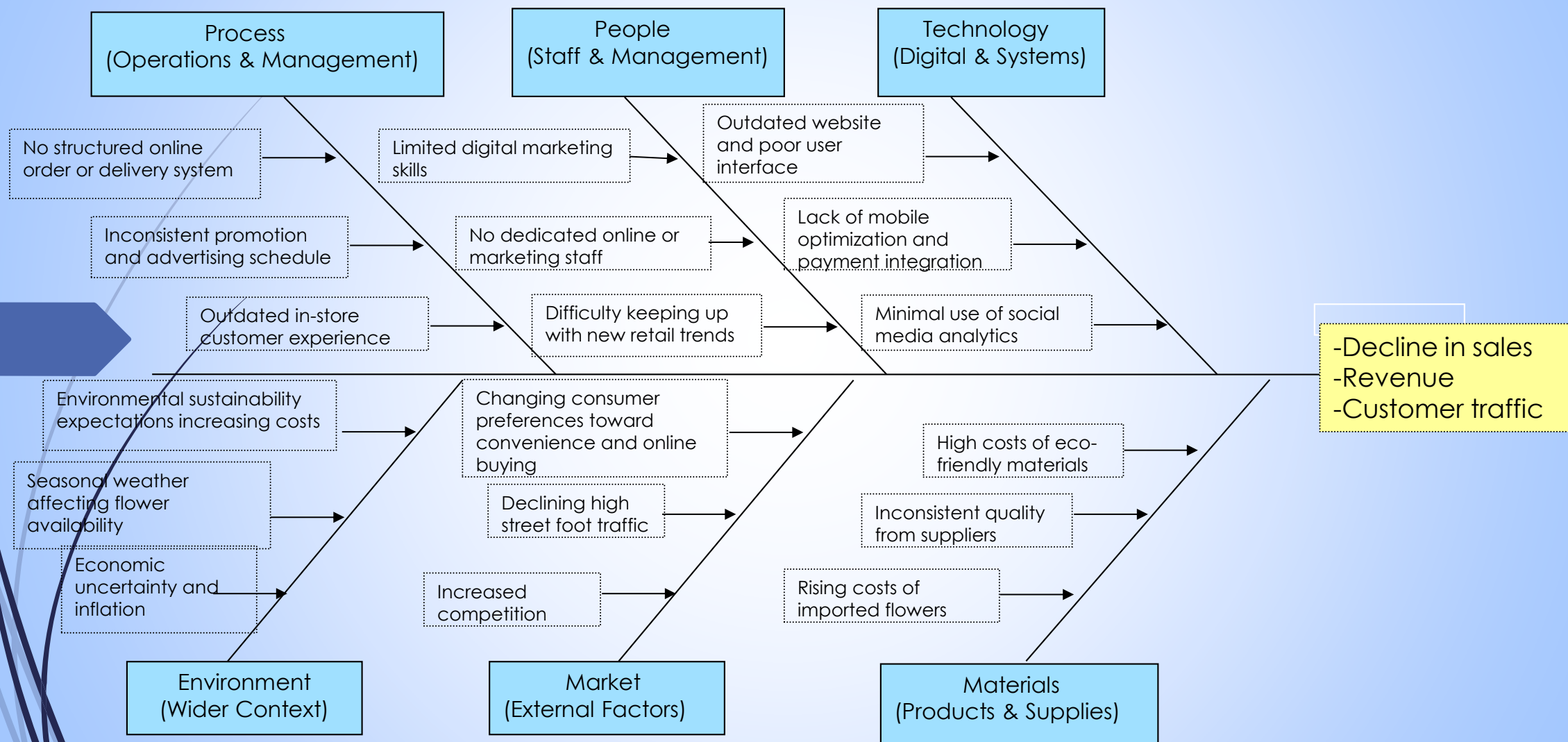
## ➤ LEGAL

1. Compliance with consumer protection and online sales regulations is essential.
2. Employment and data protection laws affect staffing and online operations.

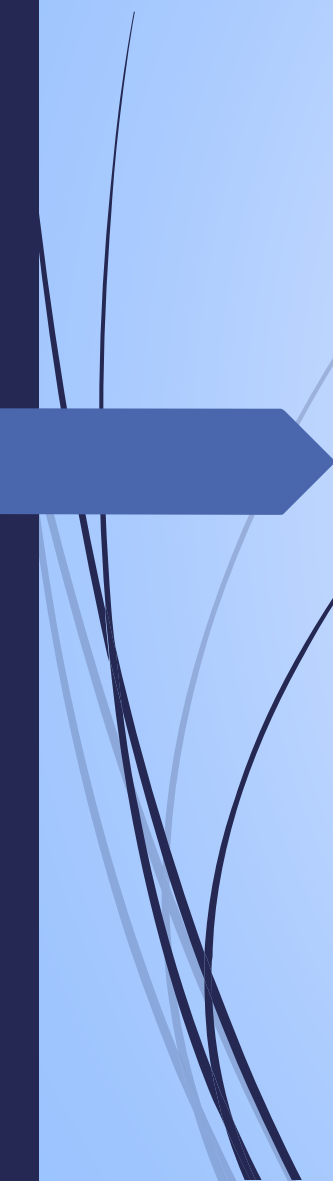
## ➤ ENVIRONMENTAL

1. Demand for eco-friendly packaging and locally sourced flowers aligns with brand values.
2. Climate change and transport emissions can impact flower availability and pricing.

# Cause and effect analysis: Fishbone diagram



# Conclusion



Green Haven Florists is facing significant challenges due to declining high street activity, rising operational costs, and growing online competition. However, its strong reputation for quality, creativity, and sustainability provides a solid foundation for recovery. By modernising its digital presence, introducing flexible online and subscription services, and strengthening local supplier partnerships, Green Haven can adapt to changing consumer preferences while staying true to its eco-friendly values. With a clear focus on innovation, customer engagement, and efficiency, Liam and Priya can reposition their business for long-term sustainability and renewed growth in a competitive retail environment.

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Thank You



Questions