

Business Analysis of Green Haven Florists

Student Name: Tetiana
Ivakh **Student**
Number: 2426091
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Lecturer: Nerys Dosseh



Introduction & Structure

- Introduction to case
- Key issues
- 5W2H model
- PESTEL analysis
- Fishbone diagram
- Key findings



Case Overview

Founded: 2016

Location: Norwich, UK

Owners: Liam & Priya Patel

USP: Sustainable & bespoke floral designs

Customers: Walk-in, corporate weddings



Key Problem

- • 30% drop in in-store sales
- • Decline in foot traffic
- • Online sales ↑ (but insufficient)
- • Increased competition



Causes of Issues

- • Shift to online shopping
- • Rising costs (flowers, materials)
- • Outdated website
- • Weak digital marketing
- • New competitors





5W2H Model



Question	Answer
WHAT?	Sales decline
WHY?	Competition + online shift
WHERE?	Physical store
WHEN?	Last 12 months
WHO?	Customers & business owners
HOW?	Reduced traffic, weak marketing
HOW MUCH?	30% loss

PESTEL ANALYSIS



Political:

Import regulations & trade policies



Economic:

Inflation increases costs



Social:

Shift to online shopping



Technological:

Weak website & digital presence



Environmental:

Cost of sustainable materials



Legal:

Regulations on imports & business compliance

Fishbone Applied

Processes

- No subscription service
- Limited delivery options
- Weak customer engagement strategy

People

- Limited digital marketing skills
- Lack of e-commerce experience
- Dependence on tradition

**Decline
in in-
Store
Sales**

- Rising flower prices
- Expensive sustainable materials
- Inflation impact

- Increased competition
- Decline in high street traffic
- Shift to online shopping

- Outdated website
- Poor user experience (UX)
- No online ordering optimisation

Costs

Environment

Technology

Key Findings

- • Sales decline due to online shift
- • Weak digital presence
- • Strong competition
- • Rising costs impact sustainability
- • Need for modernisation



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Thank you!