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Module Code: LCLM 4004

Module Name: Problem Solving and Decision-Making

Component 1: Green Haven Florists

An Overview of the presentation

- My name is George Adrian Ciupea
- In my presentation I will:
 - Provide an overview Green Havan Florists and the nature and scope of the problems they are encountering.
 - Apply the 5W2H model articulate the nature and scope of the problem
 - Discuss and apply the PESTEL framework Provide a critique and application of the Cause-and-Effect model.
 - And, finally, provide a summary of the key findings.

Provide an overview of Green Haven Florists

Green Haven Florist is a small flower shop located in Norwich

The shop open in 2016 by Liam and Priya Patel

They made a fast reputation ofor making floral arrangements and gain loads of costumers

Provide an insight into the problems Green Haven Florists are facing

- Green Haven Florists' root problem is 30% decline in in-store sale
- Evaluate the nature and scope of these problems.
 - INTERNAL AND EXTERNAL know as macro problems
 - **INTERNAL**
 - CLOSURE OF NEARBY BUSINESS
 - OUTDATED WEBSITE
 - 2 NEW COMPETITORS ARIVING ON THE HIGHT STREET
 - **EXTERNAL KNOW AS MACRO**
 - SUPPLY CHAIN DISRUPTION
 - RISING PODUCTION COST
 - THE PRICE OF FRESH MERCENDISEGONE HIGH

Based on your insight, apply a 5W2H model and discuss the information provided in your table

sales decline and financial loss						
What?	Where?	When?	Who?	Why?	How?	How much?
What effect is it?	Where is the problem occurring?	When was the problem first noticed?	Who is impacted by the problem?	Why is the problem happening?	How serious is the problem?	How much money is being lost?
What is the business struggle?	internal as much as external	Over the past year	the impact is mutual as bussines oners and costumers	it happening as the inflation rise	the problem is very serious	the lost are supstantial
What are the high costs of fresh flowers?	internal	12 months the in store sales go down by 20%	bussines are affected the most	the prise of fresh flowers gone up	the shop will close	

PESTEL Framework

Definition-> PESTEL is a strategic tool used to analyse the POLITICAL ,ECONOMIC,SOCIAL,TEHNOLOGICAL,ENVIROMENTAL,LEGAL key in a bussines

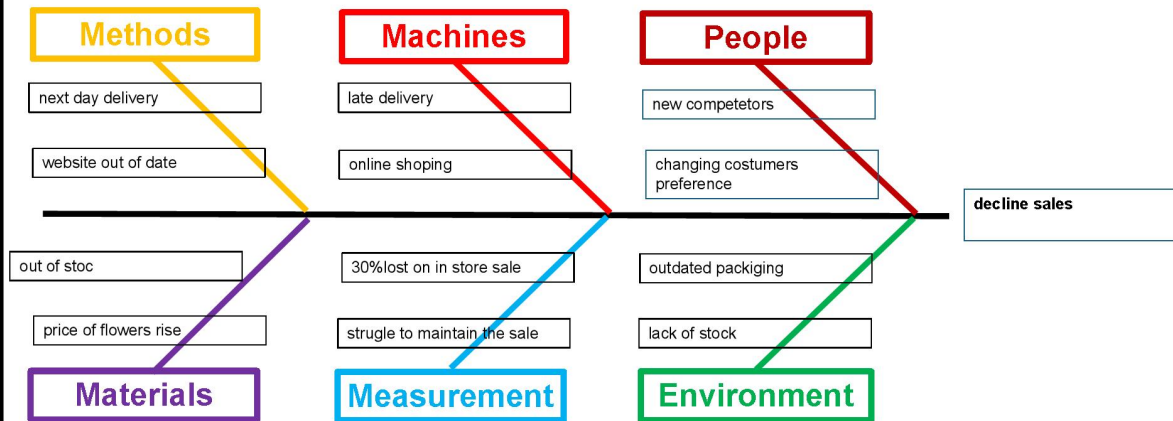
Where and How->

Provide an application and discuss the information provided in your PESTEL Framework (approx. 1 minute).

- | Political Factors | Economic Factors | Social Factors | Technological Factors | Legal Factors | Environmental Factors |
|--|---|------------------------------|--|------------------------------|---|
| ▪ the import of supply made a difference | ▪ increase cost for supply impact green haven florist | ▪ costumers shop more online | ▪ competitors have more sale online then green haven florist | ▪ online trading regulations | ▪ eco-frendly packiging and strong community ties |

- Ensure that you reference all the sources you have used in this discussion on the slide/s.

Fishbone Diagram



Critique of the Cause-and-Effect model

- Cause-and-Effect Model->known as the fish bone or ishikawa(1986) diagram, is a visual tool used to identify, categorise and analyse the root causes of a problem(CARVALHO et al 2021)
- Why is it used?->To identify the root causes of the problem by visualising potential contributing factors(KUMAR et al ,2024)
- Where/how is it used?->quality management, process improvement, and problem -solving to structure brainstorming ensure all potential causes are considered(KUMAR et al 2024)
- What are the benefits of this model?->include providing a clear visual structure, encouraging team collaboration, and helping organisation move beyond symptoms to underlying causes(RIZQI et al.2025)
- What are the criticisms of this model?->the model can be time-consuming and results often depend on the knowledge and bias of the participants. It does not quantify the significance of causes and without follow-up analysis it risks becoming a descriptive rather than an actionable tool(SAKDIYAH et al 2022)

Provide a summary of your Key Findings

- Detail and discuss the key findings from your presentation:
 - **Key Finding 1:** decline in store sales by 30%
 - **Key Finding 2:** customers looking more to buy online and use the service same day delivery
 - **Key Finding 3:** the rising price for fresh flowers
 - **Key Finding 4:** the website has been outdated

Reference List:

(CARVALHO et al 2021)

KUMAH et al ,2024)

RIZQI et al.2025)

(SAKDIYAH at el 2022)

Thank you for listening

