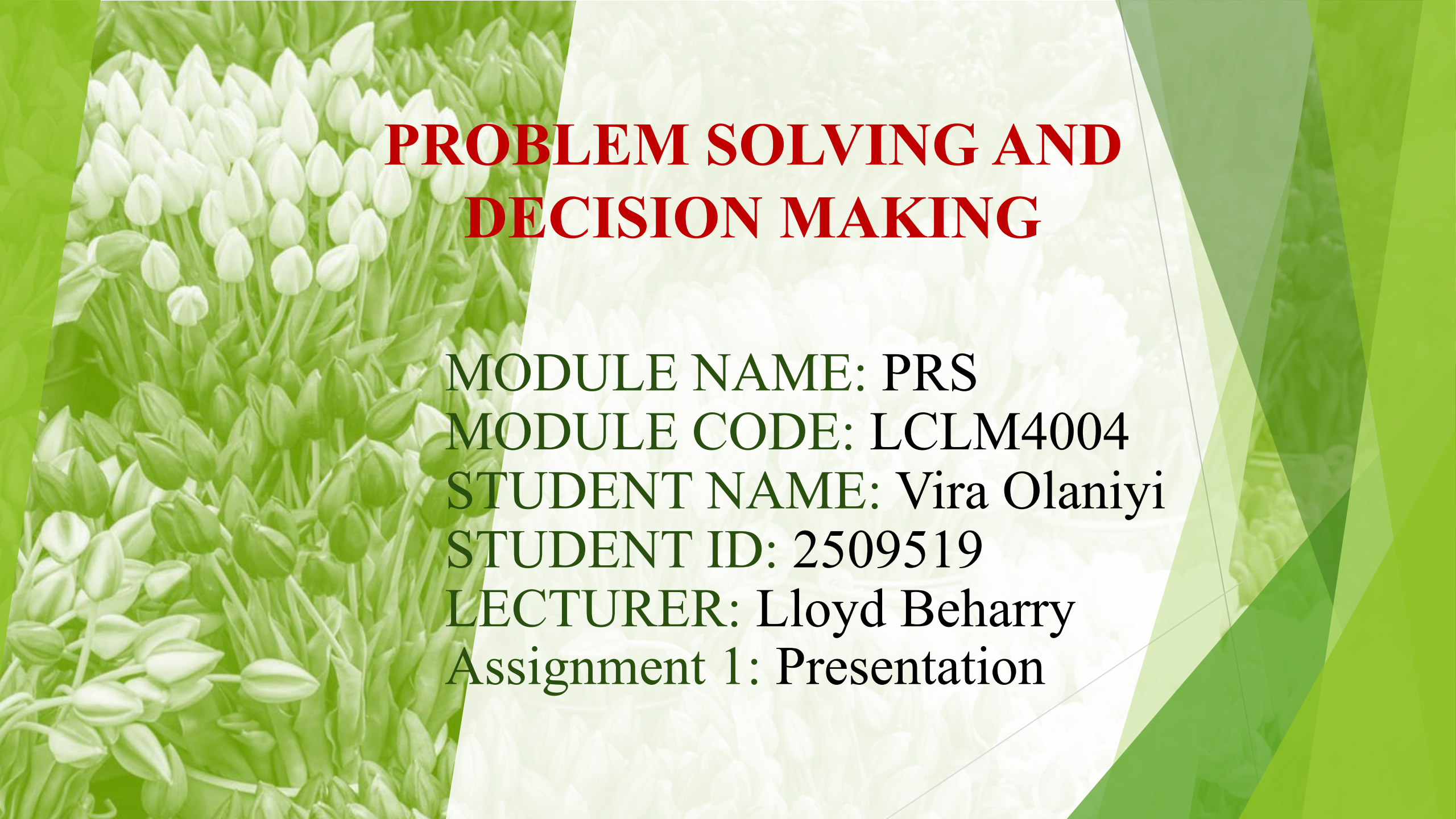




PROBLEM SOLVING AND DECISION MAKING

MODULE NAME: PRS

MODULE CODE: LCLM4004

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STUDENT ID: 2509519

LECTURER: Lloyd Beharry

Assignment 1: Presentation

OVERVIEW

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Introduction



Green Haven Florists is a small independent flower shop.



Located in Norwich, UK.



Founded in 2016 by Liam and Priya Patel.



Known for:

bespoke floral arrangements
eco-friendly packaging
strong community relationships

Company background

Green Haven Florists

Founded
in 2016

Location:
Norwich, United Kingdom

Owners:
Liam Patel and Priya Patel

Business type:
Independent florist shop

Products and services:

- Bespoke floral arrangements
- Bouquets for walk-in customers
- Flowers for weddings and events
- Corporate floral services

Business strengths:

- Eco-friendly and biodegradable packaging
- Locally sourced flowers when possible
- Strong reputation in the local community
- Personalised customer service

Problem: nature and scope

5W2H

- **Who:** Liam and Priya Patel (owners), customers, competitors
- **What:** 30% decline in in-store sales
- **Why:** Increased online competition, reduced high street traffic, rising flower costs
- **Where:** Green Haven Florists' shop in Norwich
- **When:** Over the last 12 months
- **How:** Customers choosing online retailers, a weak website and limited digital marketing
- **How much / How many:** 30% drop in sales and increasing operational costs



PESTLE ANALYSIS: Green Haven Florists



POLITICAL

- Import laws that impact the availability of flowers
- The impact of international trade policies on flower prices



ECONOMIC

- Increased company expenses due to inflation
- Growing costs for imported flowers, such as tulips and orchids



SOCIAL

- Consumers are increasingly making purchases online
- An increase in the need for practical delivery services

PESTLE ANALYSIS: Green Haven Florists



TECHNOLOGICAL

- Expansion of online shopping platforms.
- Social media marketing's importance for popularity.



LEGAL

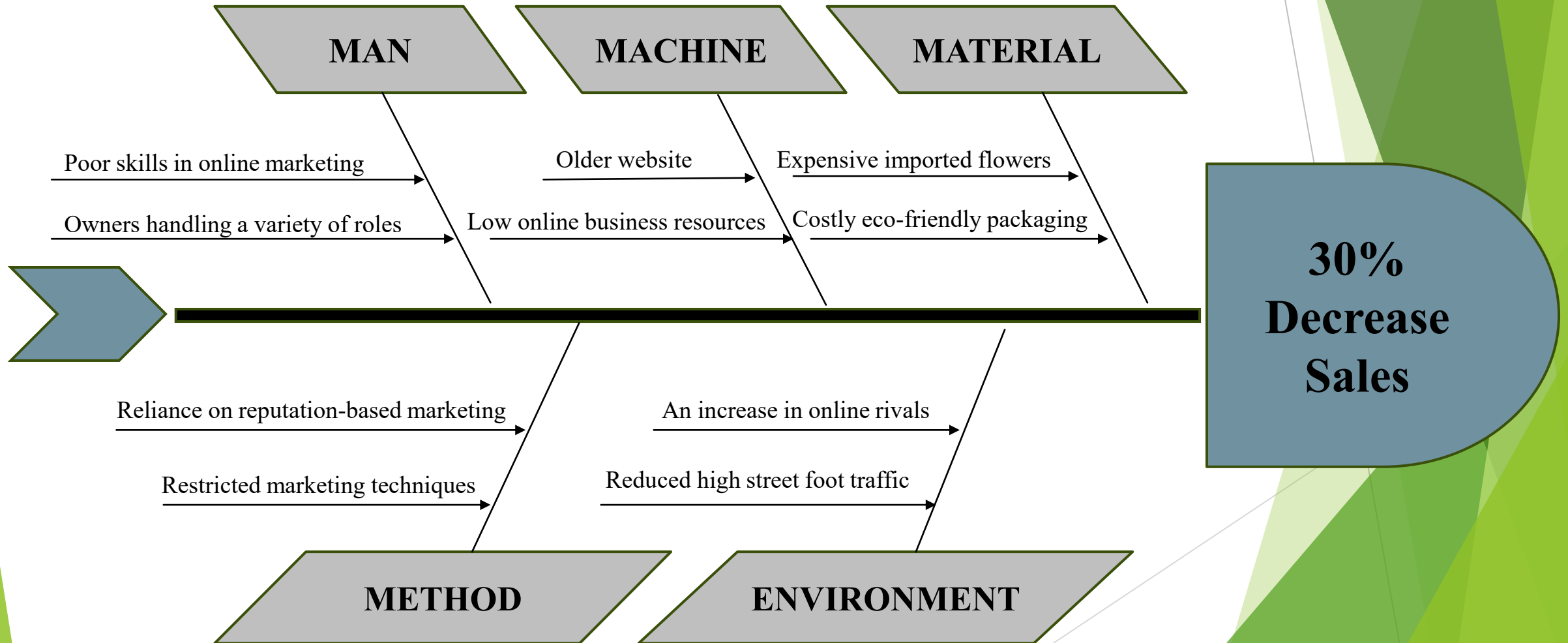
- Employment laws that affect staff.
- Protection of consumers and business laws.



ENVIRONMENTAL

- Customers desire eco-friendly packaging.
- Need for sustainable and locally created flowers.

Cause and effect analysis: Fishbone diagram



Conclusion

Key Findings

- In-store sales have decreased by 30% over the last year.
- Online flower shops are boosting competition.
- Reduced high street foot traffic impacts walk-in consumers.
- Rising prices for flowers and ecological materials.
- Limited digital marketing and an old website.

Future direction

- Boost internet visibility and website performance.
- Increase the use of social media.
- Think about delivery services or subscription business models.

References

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Questions

