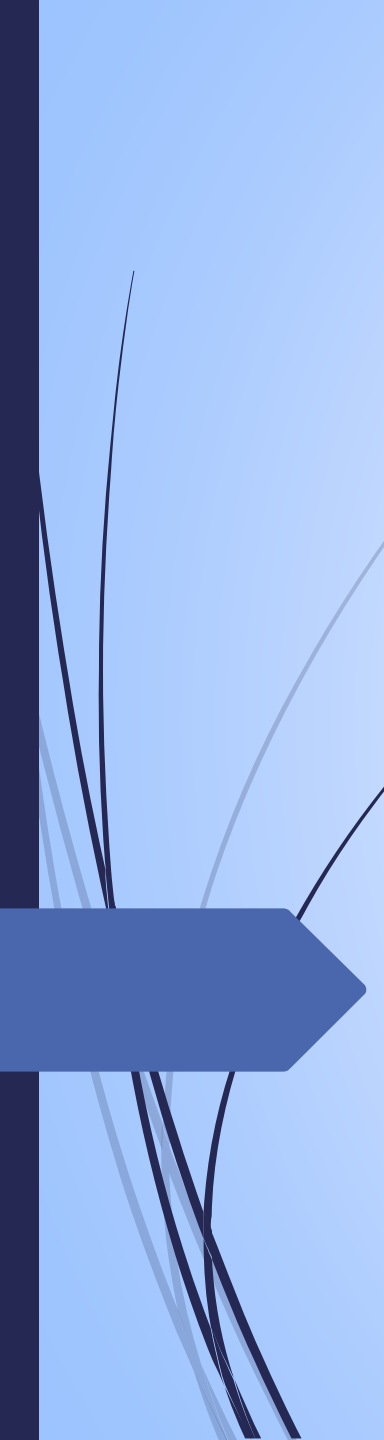




MODULE NAME: Problem Solving and Decision
Making

MODULE CODE:

STUDENT NAME: Jose Carlos De Almeida Sousa

STUDENT ID: 2511761

LECTURER: Anita Nan

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

DROP IN SALE- "decrease in the amount sold or revenue generated between two periods" (Calculator Ultra, 2025)

Green Haven Florists has recently seen a downturn in its sales, creating challenges for the overall success of the business. The PESTLE analysis suggests that this situation is not caused by a single issue, but rather a mix of internal weaknesses and external pressures. Among the most significant factors are the current economic climate, advances in technology, and stronger competition within the market

Company background

Green Haven Florists

- Founded in 2016
- Owners: Liam and Priya Patel
- Location: Norwich UK
- Sells: Flowers
- strong community ties
- Cater to a wide range of customers from walking into corporate clients and wedding.

Problem: nature and scope

Who: Liam and Priya Patel

What: Sales revenue has decreased significant

Where: They are located in Northwich Uk

When: Over the past 12months

Why: They have seen less activity due to the closure of nearby business and there rising cost have now strained the business

How: Buyers ask for more delivery options and noticed that the shops website is out of date and difficult to Navigate

How much: They have seen a 30%decline in store sales

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

- **Regulations:** Local laws and trade policies influence how green Haven Florists runs the prices of its flowers.
- **Trade Policies:** Important tariffs effect how much flowers cost and open trade can either help or hurt local flower shops depending on who has the best prices.

ECONOMIC

- **Economic Conditions:** When the economy is bad people buy fewer non-essential items like flowers because flowers are seen as optional, and changes in people's income directly impact flower sales.
- **Seasonality:** Flower shops makes more income during holidays and special events so they need to plan ahead to have enough flowers and staffs.

SOCIAL

- **Consumer Trends:** More people want maintainable and local products which changes what they buy and flower shops might need to sell more eco-friendly flowers to keep up with what customers want.
- **Cultural Events:** Different cultures have specific floral traditions which can influence product offerings. Knowing what flowers mean to different cultures can help you market your products better and offer the right stuff,.

PESTLE ANALYSIS: Green Haven Florists

TECHNOLOGICAL

- **E-Commerce:** Because everyone do online shopping now, Flower shops needs a good internet and digital marketing strategies to make easier for customers and to run their business smoothly.
- **Supply Chain Technology:** The new ways of managing and delivering flowers are super important for keeping them fresh and in good shape.

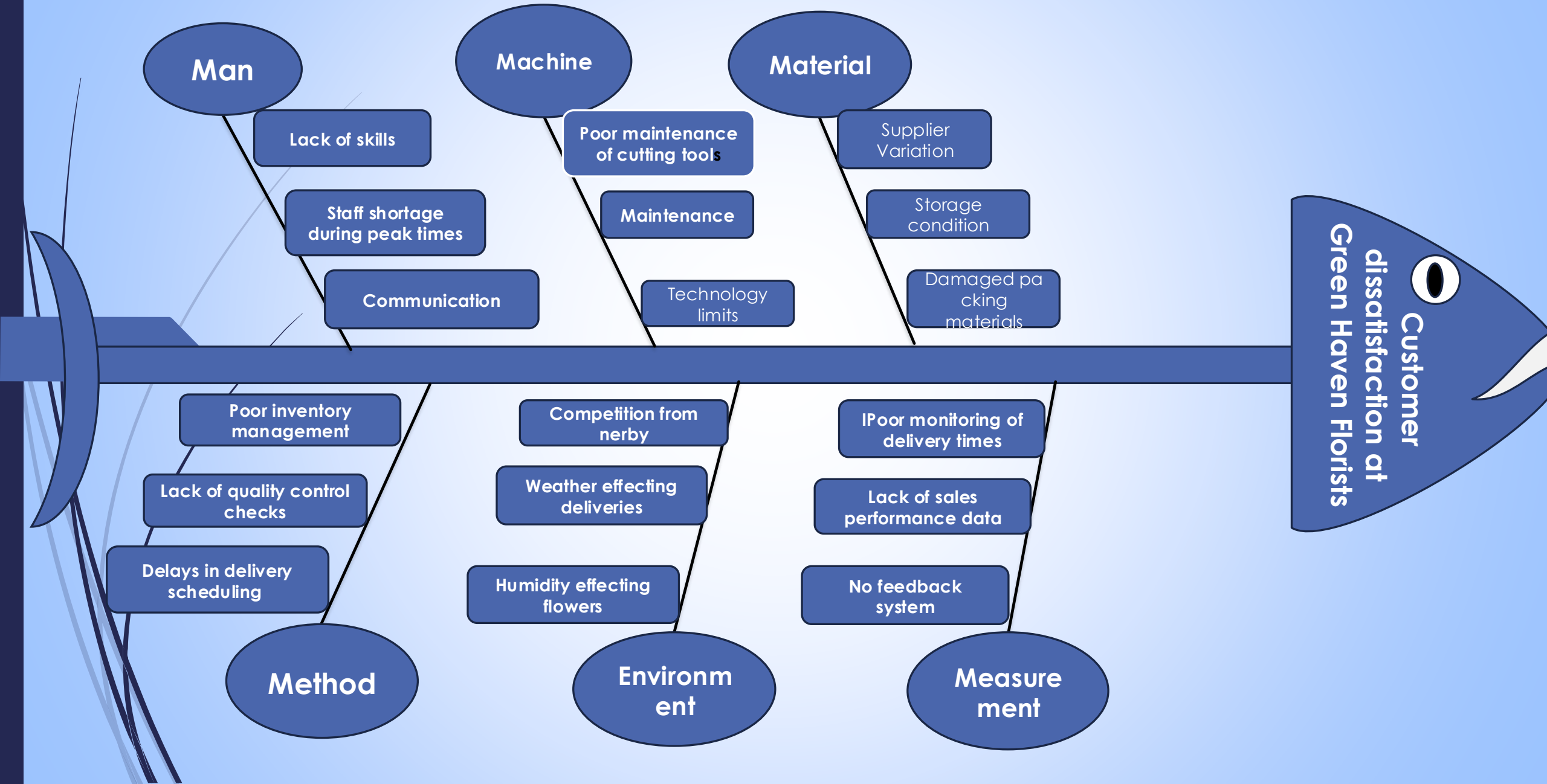
LEGAL

- **Health and safety:** Following health rules when handling and selling flowers is super important to keep them safe and in good quality.
- **Intellectual Property:** Protecting your unique designs or brand helps you stand out and stay ahead of competitors.

ENVIRONMENTAL

- **Sustainability:** People are caring more about environment so florists can make a big splash by using earth friendly flowers and packaging.
- **Climate change:** Climate change can mess with flower production ,making it hard to keep a steady supply and prices predictable.

Cause and effect analysis: Fishbone diagram



Conclusion

- In this presentation is all about the sales slump at Green Haven Florists. When we say 'sales drop I mean they're not selling as many flowers or making as much money as before (Calculator Ultra, 2025). I will start by giving you some background on the company. Then, we'll really dig into what's causing the problem and how big it is. I will also look at outside things that might be affecting sales, using something called a PESTLE analysis. To figure out the specific reasons for the drop, we'll use a fishbone diagram. Finally, I will wrap things up with some ideas to help Green Haven Florists boost their sales again.

References

Calculator Ultra (2025) *Find More Calculator Available at:* Drop in Sales Calculator & Formula Online Calculator Ultra (Accessed: 6 October 2025).

<https://www.studocu.com/en-gb/messages/question/14170067/green-haven-florists-pestel-analiys>

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5 sources



Thank You



Questions