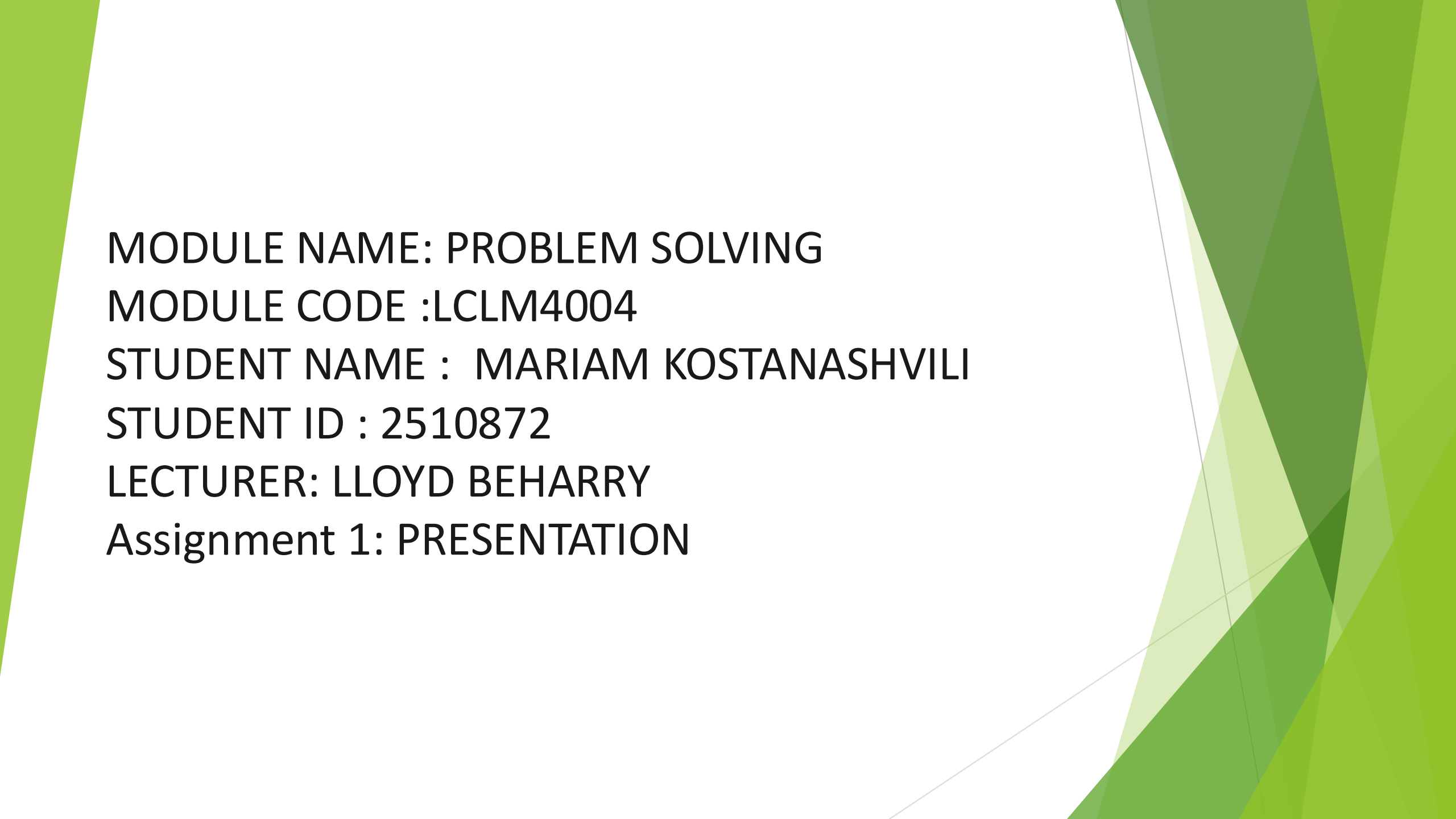


The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

MODULE NAME: PROBLEM SOLVING

MODULE CODE :LCLM4004

STUDENT NAME : MARIAM KOSTANASHVILI

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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

This presentation analyses the case study of Green Haven Florists, an independent flower shop based in Norwich, UK.

The presentation will examine the key factors contributing to the 30% decline in in-store sales. It will apply key business analysis tools, including:

The 5W2H Model

PESTLE Analysis

Fishbone (Cause-and-Effect) Diagram

The presentation will conclude with a summary of key findings.

Company background

Green Haven Florists is an independent flower shop established in 2016 in Norwich, UK. The business is owned and managed by friends: Liam and Priya Patel.

The company specialises in fresh flowers and bespoke bouquets for a variety of occasions, with a strong focus on eco-friendly and sustainable packaging.

Green Haven Florists has built strong relationships within the local community and has developed a loyal customer base based on trust and personalised service.

The business also collaborates with local organisations, supporting other businesses and charities within the area.

Problem: nature and scope

5W2H

Green Haven Florists has experienced a 30% decline in in-store sales over the past 12 months, primarily due to rising operational costs and increased online competition.

5W2H Analysis

Who: Liam and Priya Patel (Business Owners)

What: A significant decline in in-store sales

Where: Norwich, UK (High Street location)

When: Over the past 12 months

Why: Increased competition from online flower retailers. Customers prefer convenience and lower prices.
Rising costs of flowers and sustainable materials

How: Reduced foot traffic; online growth insufficient

How much: 30% sales decrease

PESTLE ANALYSIS: Green Haven Florists

POLITICAL:

- Import regulations affecting flower imports
- Trade policies impacting the cost of imported flowers

ECONOMICAL:

- Rising cost of importing flowers like tulips and orchids because of supply chain disruptions and inflation

SOCIAL:

- People want Better delivery options and subscribe services

PESTLE ANALYSIS: Green Haven Florists

TECHNOLOGICAL:

- outdated website is difficult to navigate. Advertising by word-of-mouth and occasional social media is not enough.

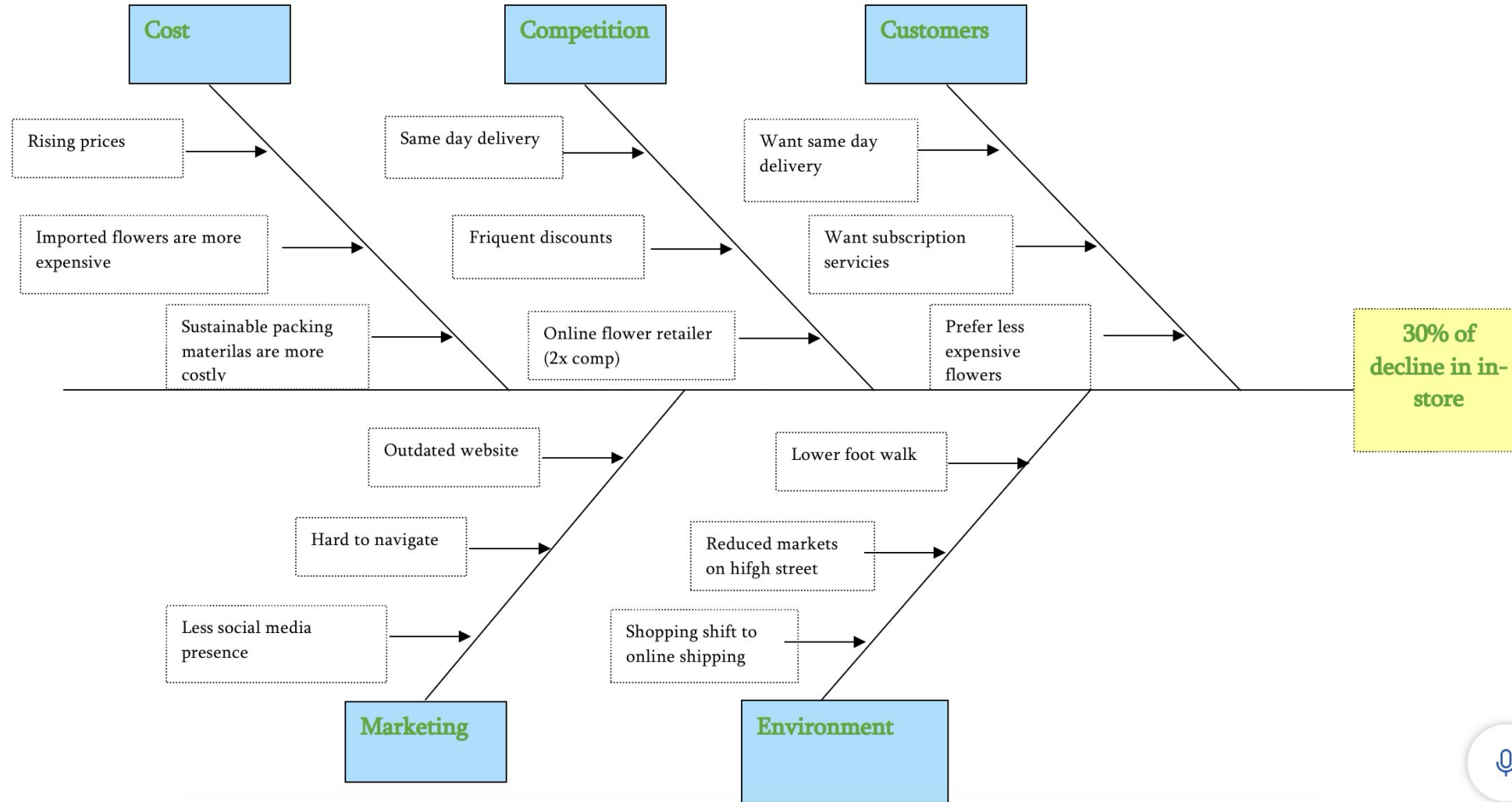
LEGAL:

- Regulations on sustainable and eco-friendly packaging Compliance costs related to environmental standards

ENVIRONMENTAL:

- Sustainable materials are more expensive for business

Cause and effect analysis: Fishbone diagram



Conclusion

The analysis shows that the decline in Green Haven Florists' in-store sales is mainly caused by increased online competition, rising operational costs and reduced high street foot traffic.

To improve business performance, the company should focus on strengthening its digital presence, improving delivery services and introducing customer loyalty initiatives.

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Questions ?