



Problem solving and Decision Making: Green Haven Florist

LCLM4004

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ASSIGNMENT 1: PRESENTATION



Overview

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Introduction

- Definition : A decline in sales often refers to a reduction of volume , value or revenue. Most Specifically in revenue of products or services. This could also be referred to as the end of stage product life cycle for a business (Harrigan,1984).
- Current situation : Green Haven Florist has seen a 30% drop in store sales within the past 12 months.
- Purpose: This presentation will highlight and analyse the possible factors which may have caused the decline while providing an insight in the issues impacting the business.



Company Background

- Green Haven is small independent florist business. Located in Norwich UK founded by Liam and Priya Patel in 2016.
- The company specialises in bespoke flower arrangements and upholds their company values as being ethically sustainable with a personal touch.
- Green Haven main consumers are driven by this impact and are deemed to be considered as environmentally conscious.

Problem - Nature and Scope

01	Who	• The issues affect the owners , suppliers and loyal customers. Customers are more likely to turn to a cheaper alternative due to cost of living and availability.
02	What	• Shift in consumer purchasing behaviour • New Local competitors • Limited online presence and outdated marketing techniques.
03	Where	• Lack of sales in the physical store. • Customer visit have declined by 30% • Online sales have impacted due to the outdated website
04	When	• Problem occured within the last 12 months. • Closures of businesses around the shops location. • Online sales are more of and trend and the rise of supply cost.
05	How How much	• Limited market reach - lack of brand online visibility. • Increase of operational cost. • Struggling to compete with online competitors. • The impact is 30% in store purchases.



PESTLE ANALYSIS

Political : Brexit- government and trade policies the impact of import regulation will affect the cost and availability of flowers. Since Brexit has come into the play in 2020 import taxes have increase which impacted small business heavily (The Times,2024). Local government policies such as high street developments affect the footfall within business not enough consumers are making purchases in store (The Times, 2025).

Economic: Inflation has risen by 25% since the year of 2020 in the flower industry the cost of running a physical store has increased in shop rent and in of utility bills. Shop owner have seen an influx of online stores which are their biggest competitors. . Businesses have impacted due to consumer spending people are less likely to purchase non essential products like flowers (BBC,2023).

Social: The rise of social media and online shopping in the past 7 years consumers are more likely to buy online , brand visibility is important as customers tend to follow trends. And sort out cheaper alternative which offer incentives such as promotions and discounts (Rampa, 2023)

Technological: Digital marketing campaigns has seen a influx in sales companies are investing in having a online presence . Such as apps , online social media following. Which brings in more brand awareness and revenue (Ibis,2025).

Legal: Consumer protection laws such as claims that a company is sustainable consumers are more conscious of what they buy. Businesses are more at the forefront of providing this information.

Environmental: Sunstability is the key trend in consumer buying however operational cost are significantly higher. Operational cost has risen by 25% since June 2020 (Florist, 2023).

PESTLE DIAGRAM

Enivormental

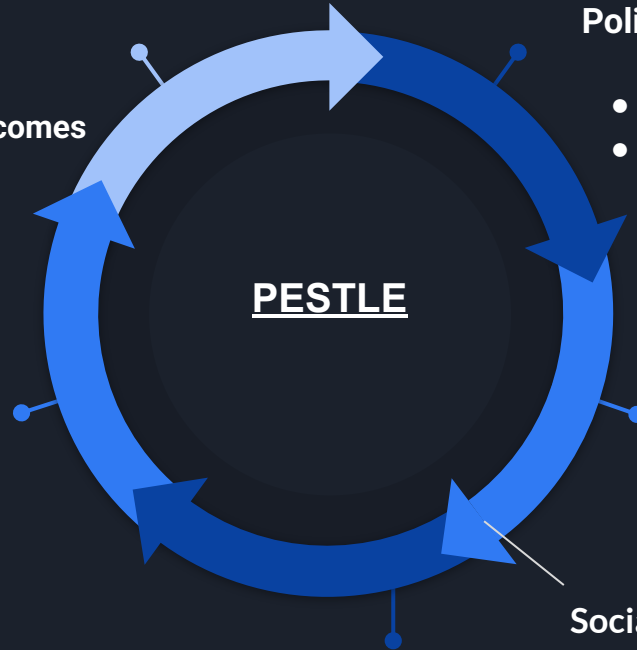
Sustainable material such as packaging comes at a higher fixed cost.

Legal

- Consumer Laws
- Employment regulations
- Product safety

Techological

- Growth of ecommerce platfrms such as mobile shopping plattforms and online apps.
- Tiktok shop , Amazon Prime , etc all fast forward supply the on demand of the online consumer buying power.



Political

- Goverment polices
- Tariffs , Import restrictions.

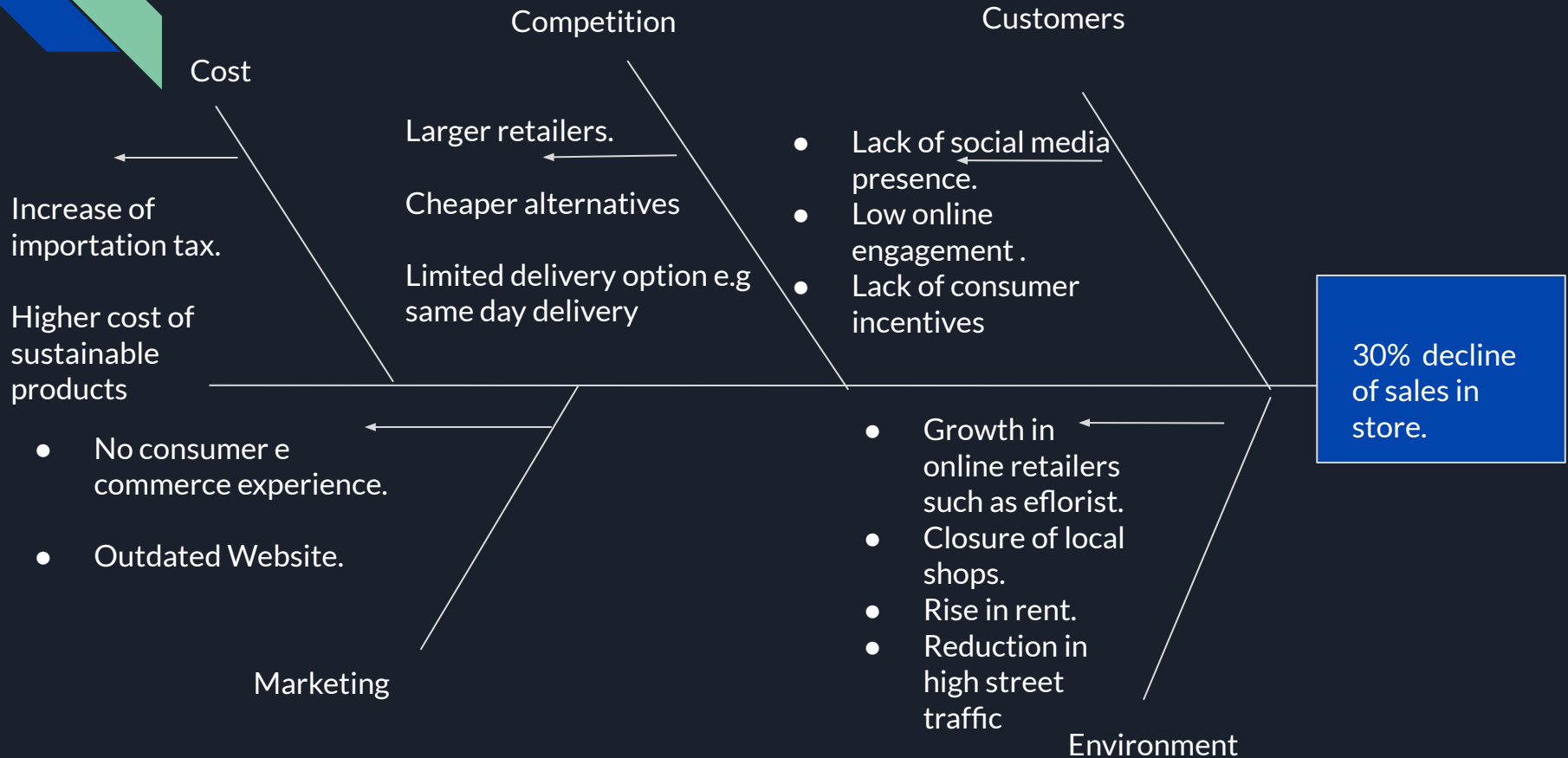
Economic

- Reduce in customer spending.
- Rise in inflation and supply chain cost

Social

- Increase in online purchases
- Consumers are purchasing surbscriptions , fast delivery and coveience.

Fishbone Diagram





Key findings

The Challenges which the business has faced has been apparent in order to see a boom in sales the digital market route would be the next step.

- Green Haven florist needs to market more in building a online impact working with a marketing team or social media influencers in order to create more of a online impact.
- Promoting the sustainability element of their business on social media platforms which could potentially branch out to a new consumer base.
- The shop front may see more of a decline in sales , the business can look into moving online or to a mobile storefront where they can go directly to the customer. For example a pop up shops or events space.
- Providing more delivery options such as same day or a subscription package.



Conclusion

To conclude Green Haven Florist has seen a shift in trends over the past 12 months , by implementing a new marketing strategy. Such as investing in digital products the company has the potential to see the shift in change of sales and consumer impact. Within this presentation I have explained the causes in which the business has faced. And analysed the factors which may have come into play. While provided methods such as PESTLE , Fishbone Diagram and statistics.



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