

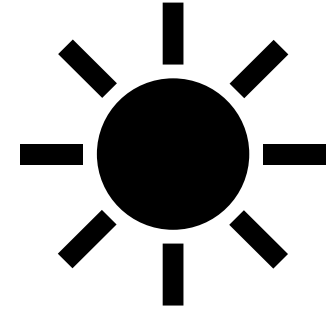
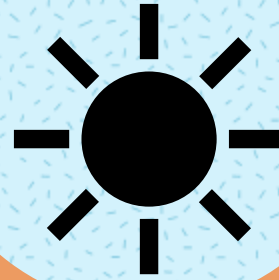
- **MODULE NAME:** Problem solving and decision making
- **MODULE CODE:** LCLM4004_LON
- **STUDENT NAME:** Pavlo Kolodii
- **STUDENT ID:** 2509089
- **LECTURER:** Anita Nan

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

- **Current issue:** Over the past year, in-store sales have fallen by approximately 30%, which may be linked to factors such as increased competition, higher operating costs and changes in customer purchasing habits;
- **Definition:** A decline in sales is a reduction in revenue or sales volume experienced by a business over a particular period (Cambridge Dictionary, 2024)
- **Purpose:** The purpose of this presentation is to identify and analyse the main reasons for the decrease in sales using analytical tools such as the Fishbone diagram, PESTLE analysis and 5W2H method;

COMPANY BACKGROUND



GREEN HAVEN FLORISTS



- **FOUNDED** in 2016
- **OWNERS:** Priya and Liam Patel
- **LOCATION:** Norwich, United Kingdom;
- **SELLS:** fresh flowers, walk-in bouquets, wedding and corporate event flowers;

Main futures:

- ❖ Eco-friendly packaging
- ❖ Accept walk-in orders
- ❖ Loyal local customer base (regular customers)
- ❖ Personal customer service



Problem: nature and scope

5W2H

WHO?

- Liam and Priya Petel
- local and online customers and competitors

WHEN?

- past 12 months

HOW MUCH?

- 30% decrease in in-store sales

WHERE?

- Flower shop in Norwich, UK

WHY?

- Stronger competition from large online stores (same day delivery, lower prices)
- Rising costs of imported flowers and materials
- Limited digital marketing

WHAT?

- Decline in in-store sales
- Rising operational costs
- Weak digital marketing

HOW?

- The business is earning less money than before;
- The shop is not ready for modern retail trends and digital expectations
- Profits are getting smaller because of rising costs
- It is difficult to keep financial stability



PESTLE ANALYSIS

 GREEN HAVEN FLORISTS 

POLITICAL

- ❖ Post-Brexit trade regulations have increased customs check, paperwork and import costs for flowers sourced from EU (Defra, 2023; House of Commons Library, 2022)
- ❖ Government energy support schemes for SMEs influence operational sustainability in the retail sector (BEIS, 2023)

ECONOMIC

- ❖ Rising costs of fresh flowers and imported flowers increase operating expenses for small florists
- ❖ Flower wholesalers have increased prices due to transport and energy costs, reducing florist profit margins (British Florist Assotiation, 2023)

SOCIAL

- ❖ Customers expect convenience, including online ordering and fast delivery (Forghani 2021).
- ❖ Many customers now prefer the convenience of ordering flowers online instead of visiting physical stores





TECHNOLOGICAL



- ❖ A weak digital presence and an outdated website make it difficult for the shop to compete with online flower delivery services.
- ❖ Digital systems help manage stock, reduce waste, and improve delivery (Oluwaseyi, 2017)

LEGAL

- ❖ Imported flowers must meet UK plant health standards (DEFRA, 2023)
- ❖ Florists must follow UK consumer protection laws to ensure product quality and fair returns.



ENVIRONMENTAL



- ❖ Climate change affects flower production and can lead to higher prices (Borgi, 2019)
- ❖ Customers increasingly expect businesses to use eco-friendly packaging





CAUSE AND EFFECT ANALYSIS:FISHBONE DIAGRAM



PEOPLE

Limited digital marketing skills

Less foot traffic on the high street

Changing consumer buying behavior (Intel, 2023)

COMPETITION

Strong competition(online flowers services)

Large retailers offering lower prices

Growth of online flower sales in the UK. (Statista, 2024)

Rising costs of fresh flowers

Expensive eco-friendly packaging

Rising wholesale flower prices affecting small florists (British Florists Assotiation, 2023)

MATERIALS

Limited online ordering system

Weak social media presence

Outdated website

TECHNOLOGY

DECLINE
SALES

CONCLUSION

- ❖ In-store sales at Green Heven Florists have decreased over the past year
- ❖ This is mainly due to rising costs, stronger competition and changes in customer behavior.
- ❖ Many customers now prefer the convenience of buying flowers online;
- ❖ The business also has limited online presence and weak digital marketing;

REFERENCES

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- Royal Horticultural Society(RHS) (2023) *Sustainability and environmental guidance for horticulture businesses*. Available at: <https://www.rhs.org.uk/> (Accessed: 25.02.2025)
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THANK YOU

