

Module name: Problem Solving and Decision Making

Module code: LCLM4004

Lecturer's Name: Said Usman

Student name: Ainur Seit

Student ID number: 2512056

Assignment Title: Component 2 Individual Report Green Haven Florists

Contents

1. Introduction	Page 3
2. Proposed Solutions	Page 3
3. Evaluation (PMI Analysis)	Page 4/5
4. Risk Analysis	Page 5/6
5. Implementation Plan	Page 6
6. KPI and SMART Objectives	Page 6/7
7. Key Findings	Page 7
8. References	Page 8
9. Appendices	Page 9/10

Introduction

Green Haven Florists is an independent flower shop based in Norwich, established in 2016 and recognised for its bespoke floral arrangements and eco-friendly approach. However, over the past year, the business has faced a noticeable decline in performance, with in-store sales falling by approximately 30%. This decrease can be linked to several factors, including reduced foot traffic on the high street, increased competition from online flower delivery companies, and a growing customer preference for convenience and fast service (Statista, 2024). In addition, the company's outdated website limits its ability to attract online customers. These challenges highlight the need for Green Haven Florists to adapt its strategy and improve its digital presence.

Proposed Solutions

Solution 1: Develop a Modern E-commerce Website

Green Haven Florists could significantly improve its sales performance by developing a modern and user-friendly e-commerce website designed to meet the needs of its customers. This platform would allow customers to browse a wide range of floral arrangements, compare products, and make purchases online without needing to visit the physical store. The website should be fully mobile-friendly, as many consumers now prefer shopping on their smartphones, and it should include clear product descriptions, high-quality images, and an easy-to-use navigation system. A secure checkout process is also essential to build trust and encourage repeat purchases.

In addition, offering flexible delivery services such as same-day or next-day delivery within Norwich would increase convenience and attract more customers who value speed and reliability. The introduction of a subscription service, where customers receive flowers on a weekly or monthly basis, could further support consistent revenue and customer loyalty. This solution directly addresses the decline in in-store sales by adapting to changing consumer behaviour, as more people prefer the convenience of online shopping. By improving accessibility and enhancing the overall customer

experience, Green Haven Florists would be able to increase customer satisfaction, attract new clients, and ultimately boost both online and total sales performance (Chaffey, 2022).

Solution 2: Strengthen Digital Marketing Strategy

Green Haven should significantly improve its digital marketing efforts by actively using social media platforms such as Instagram and TikTok, as these platforms are highly visual and particularly effective for businesses in the floral industry. By consistently posting high-quality images and short videos of floral arrangements, seasonal bouquets, wedding designs, and custom orders, the business can showcase its creativity and attract a wider audience. In addition, behind-the-scenes content showing how arrangements are created can help build transparency and strengthen customer trust. Sharing customer testimonials, reviews, and real delivery experiences can further increase credibility and encourage new customers to make purchases.

Engagement is also an important factor, so Green Haven should interact with followers through comments, polls, Q&A sessions, and story updates to build stronger relationships and improve customer loyalty. Paid advertising campaigns can be used to target specific audiences in Norwich and surrounding areas, ensuring that promotions reach potential local customers. Furthermore, collaborations with local influencers, wedding planners, or event organizers can significantly increase brand exposure and attract new market segments. Overall, this solution helps resolve the problem by increasing brand awareness, driving traffic to both the website and physical store, and strengthening long-term customer relationships, ultimately supporting higher sales and business growth.

Evaluation Using PMI Technique

A PMI analysis was carried out to evaluate both solutions (see Appendix 1)

Preferred Solution

The preferred solution is the development of a modern e-commerce website. While digital marketing can increase awareness, it does not directly solve the issue of limited purchasing convenience. Customers increasingly expect fast and easy online ordering options. By introducing an e-commerce platform, Green Haven Florists can meet these expectations and compete with larger online retailers. This solution also supports additional features such as delivery and subscription services, which can generate consistent revenue. Although it requires an initial investment, the long-term benefits, including increased sales and improved customer experience, make it the most effective and sustainable option.

Risk Analysis

The key risks identified are shown in Appendix 2

Risk Analysis Explanation

The risk analysis shows that although there are several possible risks linked to launching an e-commerce website, they can be managed effectively with good planning and control. The main risk is the initial cost of building the website. However, this can be reduced by using affordable platforms such as Shopify or Wix and setting up a clear budget, so spending is controlled from the start. Another risk is technical problems, such as website crashes, slow performance, or payment errors. These issues can be avoided by hiring skilled developers, testing the website before launching, and keeping it regularly updated and maintained.

Customer adoption is also a risk because some existing customers may prefer shopping in-store and may not immediately use the online system. This can be improved by promoting the website clearly, offering discounts or special deals for online orders, and ensuring the website is simple and easy to use. Delivery issues may also happen, such as late or incorrect deliveries. This can be managed by working with trusted local delivery companies and setting clear delivery times and procedures.

Overall, even though these risks exist, they are not serious enough to outweigh the benefits. With proper management, the solution can increase sales, improve customer satisfaction, and make the business more competitive.

Implementation Plan

The implementation plan is outlined in Appendix 3.

Justification

The implementation plan follows a logical and well-structured sequence to ensure efficiency and effectiveness throughout the entire process. Planning is conducted first to clearly define the business requirements, objectives, target audience, and key features needed for the website. Website development is prioritized as it forms the foundation of the solution and supports all other activities involved in the project. Testing is included before launching to ensure the website functions correctly, is user-friendly, and provides a positive customer experience for all users. Responsibilities are clearly assigned to ensure accountability, with developers handling technical tasks and business owners overseeing progress and decision-making. The timeline is realistic and allows smooth implementation without disrupting daily operations. Ongoing monitoring, updates, and marketing activities will also support long-term success and continuous business growth.

KPI and SMART Objectives

The KPI and SMART objectives are shown in Appendix 4.

Monitoring and Evaluation

Green Haven Florists can monitor the effectiveness of the solution by tracking key metrics such as website traffic, conversion rates, and total online sales. Monthly

performance reviews will help identify trends and measure progress towards the 25% sales increase target. In addition, tools such as website analytics can provide insights into customer behaviour, including how long users stay on the site and which products are most popular. Customer feedback can also be collected through reviews or surveys to improve the website and overall service. If targets are not met, adjustments can be made to marketing strategies, pricing, or website features. This data-driven approach ensures continuous improvement, better decision-making, and helps the business remain competitive in a rapidly changing market.

Key Findings

- Green Haven Florists is experiencing declining sales due to reduced foot traffic
- Online competitors are offering greater convenience and lower prices
- The business's outdated website limits its competitiveness
- Two solutions were proposed: e-commerce development and digital marketing
- The e-commerce website is the most effective solution
- Risks are present but manageable with proper planning
- A structured implementation plan supports successful execution
- KPIs and SMART objectives allow performance monitoring and improvement

REFERENCES

Chaffey, D. (2022). *Digital Business and E-Commerce Management*. 7th ed. Harlow: Pearson.

Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T. (2019). *Marketing Management*. 4th European ed. Harlow: Pearson.

Marr, B. (2016). *Big Data in Practice*. Chichester: Wiley.

Statista (2024) *Online shopping trends in the UK*. Available at: <https://www.statista.com> (Accessed: 24 April 2026).

Appendix 1: PMI Analysis

Solution 1: E-commerce Website

Plus (+)	Minus (-)	Interesting (I)
Increases online sales	High setup cost	Can expand beyond local area
Improves convenience	Needs maintenance	Collects customer data
Offers subscription services	Requires training	Builds long-term growth

Solution 2: Digital Marketing

Plus (+)	Minus (-)	Interesting (I)
Low cost	Time-consuming	Potential for viral growth
Increases brand awareness	Results not immediate	Builds brand image
Attracts younger audience	Requires consistency	Improves engagement

Appendix 2: Risk Analysis

Risk	Likelihood	Impact	Mitigation
High development cost	Medium	High	Use affordable platforms
Technical issues	Medium	Medium	Hire professionals
Low customer adoption	Low	High	Strong marketing
Delivery problems	Medium	Medium	Reliable partners

Appendix 3: Implementation Plan

Phase	Task Description	Duration	Person Responsible
1	Identify requirements and set objectives	Weeks 1–2	Business Owners
2	Design and build the e-commerce website	Weeks 3–6	Web Developer
3	Integrate payment, delivery, and subscription features	Weeks 5–7	Developer & Owners
4	Carry out testing and make necessary improvements	Week 7	Employees
5	Officially launch the website to customers	Week 8	Business Owners
6	Promote the website through marketing activities	Continuous	Owners

Appendix 4: KPI & SMART Objectives

KPI	Objective	Measure	Timeframe
Increase online sales	+25% growth	Website analytics	6 months