



Green Haven

FLORIST SHOP

Green Haven Florist Shop
Business Case Study

PRESENTED BY :
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Introduction



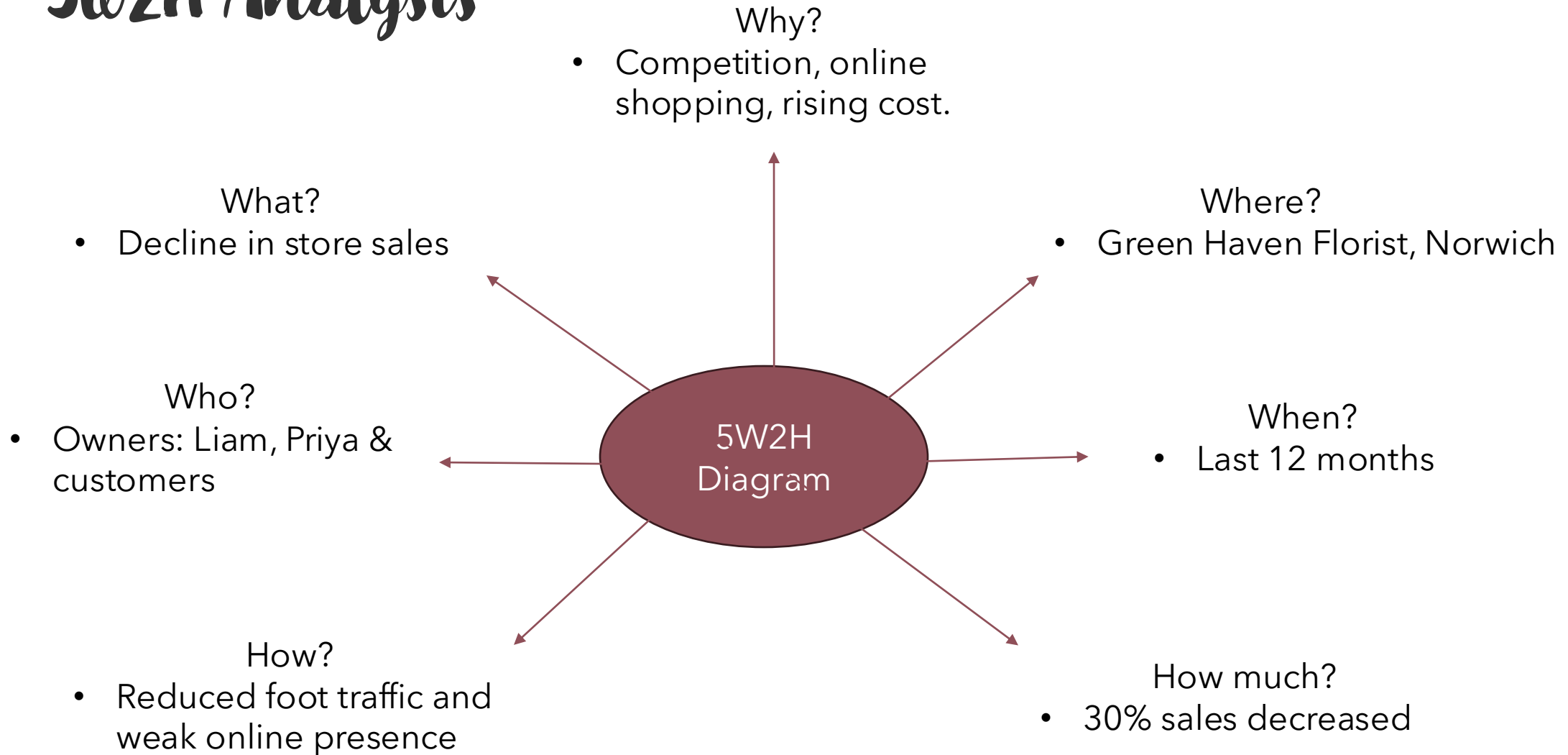
- This presentation analyses the case of Green Haven Florists.
- The business is a small independent flower shop in Norwich, UK.
- It is known for eco-friendly packaging and bespoke floral arrangements.
- Recently the business has faced declining sales and stronger competition.
- This presentation will analyse the problems using:
 - 5W2H
 - PESTEL Analysis
 - Fishbone Diagram

Issues Affecting In-Store Sales

- 30% decline in in-store sales.
- Less customers visiting the high street.
- Increased competition from online flower companies.
- Rising cost of flowers and material.
- Outdated website and weak digital marketing.
- New competitors in the local market.



5W2H Analysis



PESTEL Analysis

Political

- Trade regulations affect imported flowers.

Economic

- Inflation and rising flower prices.

Technological

- Competitors use modern websites and social media.

Social

- Customers prefer online shopping and convenience.

Environmental

- Eco-friendly packaging costs more.

Legal

- Business regulations and employment laws.

Decline in In-Store Sales

Fishbone
Diagram

Competition: online flower delivery companies, new local florists.

Marketing: weak social media presence, outdated websites.

Location: reduced high street traffic, nearby shop closures.

Costs: expensive imported flowers.

Customer Preferences: online ordering, desire for fast delivery.

Key Findings

- Green Haven Florists has experienced a **30% drop in sales.**
- **Online competition** is one of the biggest challenges.
- **High Street foot traffic has decreased.**
- **Rising costs** make sustainable business practices harder.
- The business needs **better digital marketing and website improvements.**



References



- Kotler & Keller (2016) - *Marketing Management*
- Johnson et al. (2017) - *Exploring Strategy*
- Mind Tools - PESTEL Analysis
- Mind Tools - Fishbone Diagram
- Statista - Retail Trends
- British Retail Consortium - Retail Industry Report.