

Individual report

Problem solving and Decision making.

LCLM 4004 Group 2

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1. Overview of the case study

Green Haven Florists is a small, independent shop in Norwich. It is well-known in the local community for its beautiful custom arrangements and eco-friendly approach. However, the business is currently struggling. Over the last year, foot traffic has dropped by 30% and running costs have gone up. The shop is also facing tough competition from a new trendy boutique with a great Instagram page and from big online companies with lower prices. Although they sell some flowers online, it is not enough to cover their losses. Right now, Green Haven's website is outdated and they don't do much digital marketing. To survive, the owners, Liam and Priya, need to modernize their digital strategy and make things more convenient for customers.

2. Proposed solutions

Website Upgrade and Subscription Service. This solution involves completely redesigning the website to make it easy to use on mobile phones. It would also include a new "Floral Subscription" service and more flexible delivery options. A professional website would solve the problems customers have with navigation. It would also help Green Haven compete with national chains by offering a much smoother online shopping experience.

Social Media and Influencer Marketing. This plan focuses on making the brand popular on Instagram and TikTok. By working with local influencers in Norwich and using targeted ads, Green Haven can reach younger shoppers. This would help the shop compete with the new "boutique" rival. The goal is to encourage more online orders and also bring people back to the physical shop for special events.

3A) Evaluation of solutions

I used the Plus, Minus, Interesting method to look at my two ideas. This helps to see if the solutions are good for Green Haven Florists.

New website and flower subscriptions

Plus	Minus	Interesting
The shop gets regular money every month from subscriptions.	It is expensive to build a professional website.	They can sell "Eco-boxes" with only local flowers.

It is easier for customers to buy flowers on their phones.	Delivering flowers every week is hard to organize.	They can offer special flower sets for local offices.
The shop can compete with big online companies.	Liam and Priya need to learn how to use the new system.	Can they add a photo of the bouquet before they send it?

Social media and local influencers

Plus	Minus	Interesting
Many young people will see the shop on Instagram and TikTok.	It takes a lot of time to take photos and post every day.	They can make "how-to" videos about flower care.
It is cheaper than paying for big advertisements.	Some followers might just look at photos but not buy anything.	They can invite influencers to the shop for a tea party.
It helps to compete with the new trendy boutique nearby.	If the influencer is bad, it can hurt the shop's reputation.	Using "eco-friendly" hashtags to find people who care about nature.

3B) Why I have chosen the preferred solution

I have chosen **Solution A** because it is the most stable way to grow the business. However, I want to add a special idea to the subscription. Instead of just sending flowers every month, the shop can sell "freedom from stress." When a customer visits the shop, Liam and Priya can ask for important dates, like birthdays of wives, mothers, or bosses. Three days before the date, the shop sends a message: "Your gift is ready, just click here to pay." This solves the customer's problem because they don't have to remember everything. This "smart subscription" makes Green Haven different from big online brands and helps to get loyal customers for a long time.

4A) Risk analysis

It is important to understand the risks of the new "Smart Subscription" and website upgrade. Here are the main risks for Green Haven Florists.

Risk	Impact	How to fix it
Losing customer dates/info	High	Use a secure database and follow UK GDPR rules to keep names and dates safe.
The website or reminders fail	Medium	Test the website and the automated messaging system before launching.
Fresh flower prices go up	High	Work with local farmers in Norwich to keep prices stable and avoid import taxes.
Customers ignore the messages	Low	Make the messages personal and offer a small discount for the first "reminder" order.
Not enough drivers for busy days	Medium	Hire part-time local drivers or use a reliable local courier for peak birthday dates.

4B) Result of the risk analysis.

Based on the table above, the biggest risks are data privacy and rising costs. Because the shop will collect personal dates (birthdays, etc.), Liam and Priya must be very careful with security. Also, because inflation is high, they should use more local flowers to keep the subscription price the same for the whole year. If they manage these two things, the plan is very safe. Overall, the risks are manageable because the shop starts small and grows as more customers join the subscription.

Без проблем, давай сделаем список по пунктам. Такой формат часто даже легче читать в отчетах.

Вот обновленные разделы **5A** и **5B** на уровне **B1**:

5A) Implementation plan

To launch the "Smart Subscription" and the new website, I suggest the following steps over three months:

Step 1: Website and Data Collection (Month 1)

Liam and Priya should hire a local web developer to fix the website. At the same time, when customers buy flowers in the shop, staff should start asking for their family birthdays and saving these dates.

Step 2: System Development (Month 2)

The developer builds the automatic messaging system for reminders. Liam creates three special flower packages (Small, Medium, and Luxury) so customers have clear choices.

Step 3: Internal Testing (Month 3, Weeks 1-2)

Before the big launch, they should send test messages to 10 loyal customers. This is to make sure the payment links work perfectly on mobile phones.

Step 4: Google Ads Setup (Month 3, Week 3)

Priya sets up Google Ads with keywords like "flower delivery Norwich" and "birthday gifts." This helps local people find the shop when they search online.

Step 5: Full Launch (Month 3, Week 4)

The website goes live for everyone. They announce the new "Stress-Free" service on Instagram and TikTok to attract younger people.

5B) Justification of the Plan

I have designed this plan to be safe, logical, and cost-effective. Firstly, a three-month timeline is realistic; it gives the developer enough time to build a secure system without rushing. Secondly, the order of activities is important. By collecting customer dates in Month 1, Liam and Priya have a database ready before the technology is even finished.

6A) Key performance indicator KPI and SMART objectives

The main KPI for this project is the annual sales growth rate. This measures how much the total revenue increases after launching the new digital services.

SMART Objectives:

Specific: Increase online and in-store sales by implementing a "Turnkey Solution" (automatic reminders + easy payment) and a new social media strategy.

Measurable: Aim to triple the sales (3x growth) within the first year, and then grow by 15-30% every year after that.

Achievable: This is possible because the "Turnkey Solution" solves the customer's biggest problem (stress), and social media will find many new customers.

Relevant: High growth is necessary to compete with modern flower boutiques and national delivery chains.

Time-bound: Reach the triple-sales goal by the end of the first 12 months of operation.

6B) Monitoring and evaluation

These metrics will help Liam and Priya track the success of their business. By checking the sales data every month, they can see if they are on the path to triple their revenue by the end of the year.

If the growth is slower than expected, they can look at their social media engagement and the efficiency of the "Turnkey Solution." For example, if many people receive reminders but don't buy, they can improve the bouquet designs. The 15-30% yearly growth goal will also help them plan for the future, such as hiring more delivery drivers or buying more stock from local farmers. This evaluation ensures the business stays strong for a long time.

7. Summary

Main Problem. Green Haven Florists is losing customers because the website is old and they do not have a modern way to compete with big online brands.

Best Solution. The "Turnkey Solution" (Solution A) is the best choice. It combines a new website with a smart reminder system that solves the customer's "stress" of forgetting important dates.

Financial Potential: By using this system and starting Google Ads, the shop can triple its sales (3x growth) in the first 12 months and continue to grow by 15-30% every year.

Risk Management. The biggest risks are data security and high flower costs. These can be managed by using secure software and buying from local farmers in Norwich.

Implementation. A three-month plan is the safest way to build the new system, test it with loyal customers, and launch it professionally.