

MODULE NAME: Problem solving and decision making

MODULE CODE: LCLM4004

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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

Green Haven Florists – and the main problem

Drop in sales- a business problem where a company sells fewer products or services

PESTEL ANALYSIS- a strategic framework used to analyse external factors affecting a business

5W2H- a problem solving tool used to understand a problem by asking key questions

Fishbone diagram – a quality management tool used to identify the causes of a problem

Company background

Green Haven Florists

- **Founded in Norwich, Uk. 2016**
- **Owners: Liam and Priya Patel**
- **Sells: flowers**
- **strong community ties:**
- **the shop has built reputation within the local community. It developed loyal relationship with walk-in clients, corporate customers and wedding clients.**

Problem: nature and scope

5W2H

Who: Liam and Priya Patel

What: a 30% decline in in-store sales and reduced foot traffic

Where: in Green Haven Florists

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When: last 12 months

Why: Increased competition from online flower delivery companies, rising costs and limited digital marketing activity.

How: Customers are choosing online retailers that offer lower price, same day delivery and discounts.

How much: 30%

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

- **Government support for sustainable businesses helps Green Haven Florist because the company use eco-friendly packaging (GOV.UK, n.d.)**
- **Import and trade regulation increase the cost of flowers**

ECONOMIC

- **Rising inflation and higher costs for Green Haven Florists**
- **Customers choose cheaper online flowers services**

SOCIAL

- **Customers prefer convenience and online shopping for flowers (BoostFloral, 2024)**
- **Growing interest in sustainability supports the brand image of Green Haven Florists**

PESTLE ANALYSIS: Green Haven Florists

TECHNOLOGICAL

- Outdated website of Green Haven Florists makes online orders difficult
- Strong online and social media competitors of flowers business

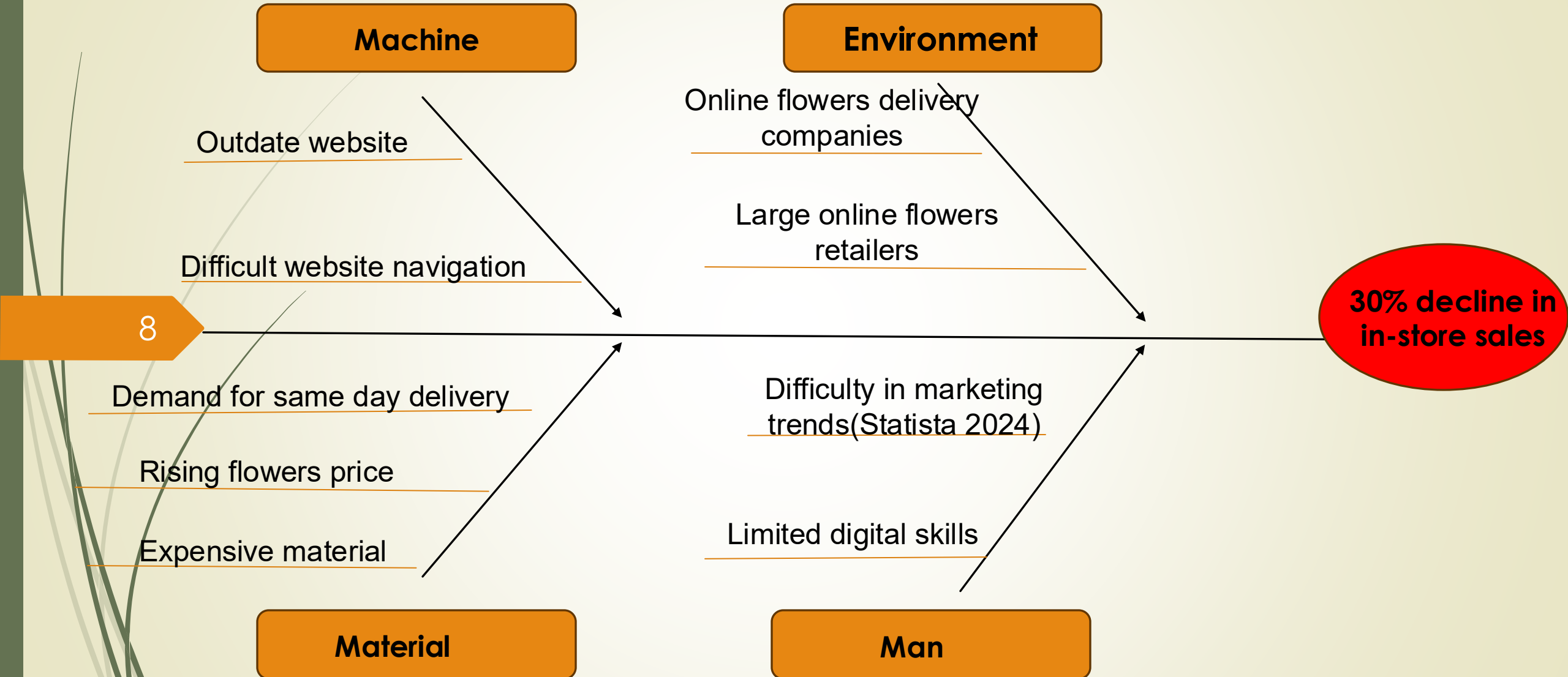
LEGAL

- Consumer protection and online flowers delivery laws (Bdaily, 2026)
- Employment and environment regulations increase operational costs for Green Haven Florists

ENVIRONMENTAL

- Eco-friendly flowers packaging (WRAP, n.d.)
- Climate and supply chain challenges for Green Haverling Florists

Cause and effect analysis: Fishbone diagram



Conclusion

Green Haven Florists is facing a declines in in-store sales due to strong competition, rising costs, and changing customer behaviours. The 5W2H and PESTEL analyses showed that external factors such as economic pressure and online shopping are key challenges

Therefore, the business should adapt strategy to remain competitive and improve performance.

References

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Questions