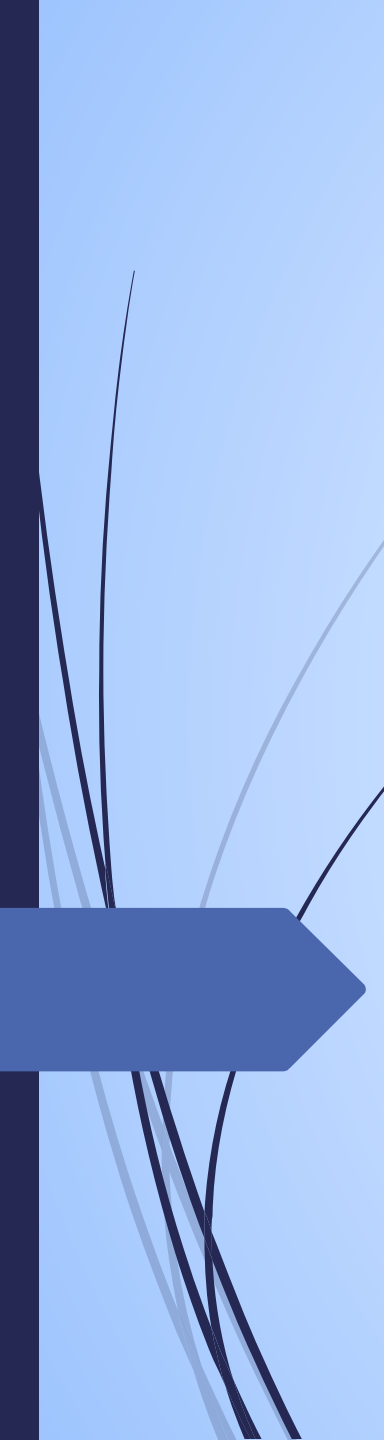




MODULE NAME: PROBLEM SOLVING AND
DECISION MAKING.

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 is a small independent shop in **Norwich, UK**.

Recently it has faced a 30% drop in store sales due to digital competition.

The purpose of this presentation is to identify the causes and provide realistic solutions.

Company background

Green Haven Florists

- Founded in 2016.
- Owners: Liam & Priya Patel.
- Known for creative floral designs and eco-friendly materials.
- Customer base includes walk-in, weddings and corporate clients.
- Business now faces higher costs, competition and digital challenges.

Problem: nature and scope

Who: **Liam and Priya Patel** owners of **Green Haven Florists**, customers, staff.

What: **30%** drop in foot traffic and revenue.

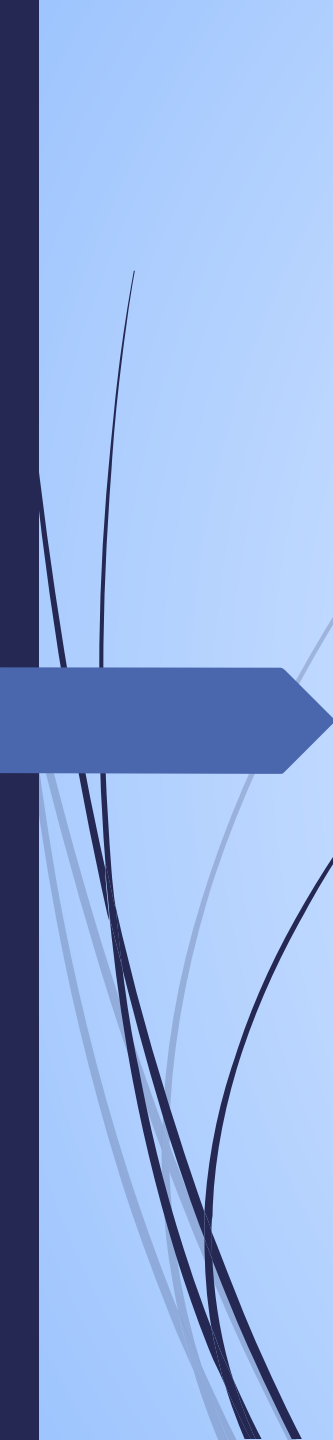
Where: **Norwich high street** shop.

When: Over the past **12** months.

Why: Higher costs, online competition, reduced high-street traffic.

How: Limited delivery option, weak marketing strategies, outdated website.

How much: **30%** loss in revenue and increased expenses.



PESTLE ANALYSIS: Green Haven Florists

POLITICAL: UK import rules and trade challenges.

ECONOMIC: Inflation, rising flower costs.

SOCIAL: Preference for convenience and online shopping.

PESTLE ANALYSIS: Green Haven Florists

- **TECHNOLOGICAL:** Outdated website, lack of digital marketing.
- **LEGAL:** Compliance with sustainability and trading laws.
- **ENVIRONMENTAL :** Eco-friendly packaging increases cost.

Cause and effect analysis: Fishbone diagram

People:

Owners passionate but overwhelmed
Customers shifting habits from in-store to online.

Process:

Beautiful flower skills but old-fashioned business style
No subscription system or modern delivery options customers expect.

Materials/Costs:

Eco-friendly packaging & local flowers cost more.
Hard to compete with cheap supermarket bouquets.

Technology:

Social media used occasionally not strategically.
Competitors using online ads but Green Haven Florists isn't.

Competition:

Online florist offering fast delivery and discounts.
Trendy boutique florists gaining Instagram-active Customers.

Environment(External):

Norwich high street footfall Declining.
Cost of living challenges mean fewer luxury purchases.

Declining Sales and Footfall

Conclusion

Green Haven must update to the digital marketplace, invest in website improvement, enhance marketing through social media and customer engagement, online delivery option.

Continue eco-friendly values but manage costs effectively.

References

Calculator Ultra (2025). Drop in Sales Calculator.

Local retail trends reports (UK, 2024-2025).

Norwich business reports on footfall decline.

Online florist industry analysis articles.



Thank
You



Questions