

Module Title: Problem Solving and Decision Making

Module Code: LCLM 4004

Assessment: Component 2 Report

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Introduction

This is a report which serves as a continuation of the business presentation which serves to find the best solution to help the green haven florist to stand better with its completion

Brief Explanation of the Specific Business Problem

The Green Haven Florist has been struggling due to outdated technology and a lack of any active social media but its competitors have all of these luxuries and are thriving with them.

Suggested Two Alternative Solutions

Solution A: Website Develop

The Solution A will be to make a website that provides an online delivery and rating system like most companies nowadays, due to the competition also having this type of technology .

Whats good	Whats bad	Whats interesting
More up to date technology to better rival competitors More convenient for customers and the business Faster deliveries and a rating system Access to online More credibility (Gordon, 2025)	Paying for the website to be made and maintained The website has a chance to be hacked The website is an expensive setup so if it fails it would be a loss	Can Offer exclusive codes to reduce pricing and reinforce customer loyalty(Khmelovskyi, 2024) Can make social media accounts to promote the website

Solution B:Advertising Campaign

A strong advertising campaign in the digital and local spaces could drive more interest in the business, this could be done with ,flyers,posters, billboards and social media and both digital and physical have their own advantages and disadvantages (Harding, 2025)

What's Good	Whats bad	Whats interesting
More views on the business Able to grow a following on social media Wider reach	Not Guaranteed to be successful Potential pollution	Adverts Can be placed outside of the local area

Chosen Solution

Solution A is the best because it has the same goal as a place for advertising as Solution B while having extra advantages.

As it is overall a massive positive to the business, these days businesses with online capabilities are extremely valuable as people lean more to preferring the comfort and convenience it brings and it is rare for successful brands to not have websites as the Internet is a very helpful way to expand outside the local area.

All though the threat of hackers is prominent a competent cyber security team and web protection should help defend against them(Gratton, 2025)

Risk Analysis of the Selected Solution

Based on my analysis the website is can potentially be an expensive investment and advertising campaign add to the cost along with cyber security to protect it

Action Plan

Actions	Description	Time frame	Staff responsible
Identify and Discuss the software and hardware that need to be implemented	Speak with the 2 owners of green haven florist about these changes	8 th March 2025 – 12 th March 2025	Liam and Priya
Hire Web Developer	Hire and Talk with a web developer to design a website for quick and convenient way to purchase and deliver products	15 th March 2025 -18 th March 2025	Web Developer and Liam and Priya
Design the website	The Web Developer will spend time to make the website this includes designing, coding, testing and maintenance	19 March th -19 th April	Web Developer
Launch the website	After testing and bug fixes the website officially launches nationwide with delivery capability and a review board	20 th April 2026	Web Developer
Advertise the website	Market it on the official Green Haven Florist Social media accounts and make ads online and locally	29 th April 2026	Priya And Liam

Do an online survey	Do an online survey to measure the success of the website	13 th May 2026	Priya And Liam
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Implementation Plan Justification

A key part in why the plan takes course over a few months is that the website development is a time consuming project and has to be have time to be tested to make sure the site doesn't have major issues that could ruin customers trust

SAMPLE MONITORING AND EVALUATION PLAN

MONITORING			
	Description	Time frame	Staff responsible
Participation	% of the customers who have purchased the products from green haven florists	Daily	Internal auditor
Engagement	Ratings out of 5 stars and written reviews that accompany them	Daily	Training committee
Learning	Average score obtained from the reviews	Weekly	Training Committee
EVALUATION			
Success Indicator(s)	Data source / Information collection method	Time frame	Staff responsible
Customer Feedback	Online Survey	Weekly	Management

Means of Measuring Effectiveness of Implementation of Selected Solution

Based on the KPI and SMART Objective table you have provided:

Key Performance Indicator:

Identified problem is a lack of a functional website

Chosen Solution is to Implement a website with a delivery function

Outcome is a positive reception with Ratings being a key performance indicator

Smart Goals

Specific: To Implement up to date services for the Green Haven Florist

Measurable: Receive positive ratings on the website

Attainable: Setting up Socials and The Website

Relevant: Implement online Delivery Service

Time Based: launch in 3 months (Mitsiakina, 2025)

Conclusion:

There are 5 key findings i have found in my report:

- The Website may take 2 months to develop and implement
- The successful indicators are positive reviews showing an increase in customer satisfaction
- The Website might be a costly provides many advantages
- The best solution is close the technology gap that the competition has

Reference List

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