

Green Haven Florists: Business Problem Analysis

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Slide 2 – Business Overview & Context

Green Haven Florists (Norwich, UK)

- Founded in **2016** by **Liam & Priya Patel**
- Independent florist with:
 - Bespoke floral arrangements
 - Strong sustainability ethos
 - Loyal local customer base
- Customer segments:
 - Walk-in retail customers
 - Weddings & corporate clients

Current Situation

- 30% decline in in-store sales (last 12 months)
- Increased competition & rising costs

(Visual: timeline or simple infographic of business journey)

Slide 3 – Nature & Scope of the Problem (5W2H Analysis)

What?

- Significant decline in revenue and foot traffic

Why?

- Shift to online shopping

- Rising costs & price sensitivity
- Weak digital presence

Who?

- Owners (financial pressure)
- Customers (changing expectations)

Where?

- Physical store on declining high street
- Over the past 12 month

(Visual: 5W2H table or icons)

Slide 4 – External Environment Analysis (PESTEL)

Political

- Post-Brexit import complexities
- Increased paperwork for flower imports

Economic

- Inflation raising flower & transport costs
- Reduced discretionary spending

Social

- Preference for convenience & home delivery
- Growing eco-conscious consumers (opportunity)

Technological

- Growth of e-commerce & social media marketing
- Competitors using advanced online platforms

Environmental

- Sustainability expectations increasing costs
- Ethical sourcing valued by niche markets

Legal

- Employment costs & minimum wage increases
- Consumer rights in online retail

(Visual: PESTEL wheel diagram)

Slide 5 – Competitive & Market Pressures

Key External Pressures

- National online florists:
 - Lower prices
 - Same-day delivery
 - Aggressive promotions
- Local boutique competitor:
 - Strong Instagram branding
 - Trend-focused designs

Market Shift

- Declining high street activity
- Customers expect:
 - Easy ordering
 - Subscriptions
 - Flexible delivery

(Visual: competitor comparison table)

Slide 6 – Cause-and-Effect Analysis (Fishbone Diagram)

Root Causes of Decline

Market Factors

- Shift to online shopping
- Reduced high street footfall

Cost Factors

- Rising flower prices
- Higher sustainable material costs

Technology

- Outdated website
- Weak digital marketing

Competition

- Online chains with scale advantages
- Trendy local competitors

Operations

- Limited delivery options
- No subscription service

Slide 7 – Key Findings

- Decline is **structural**, not short-term
- Heavy reliance on physical store model
- Strong product quality but:
 - Poor digital accessibility
 - Limited-service innovation
- Sustainability is a **strength**, but also a cost pressure
- Urgent need for digital and strategic repositioning

Slide 8 – Conclusion

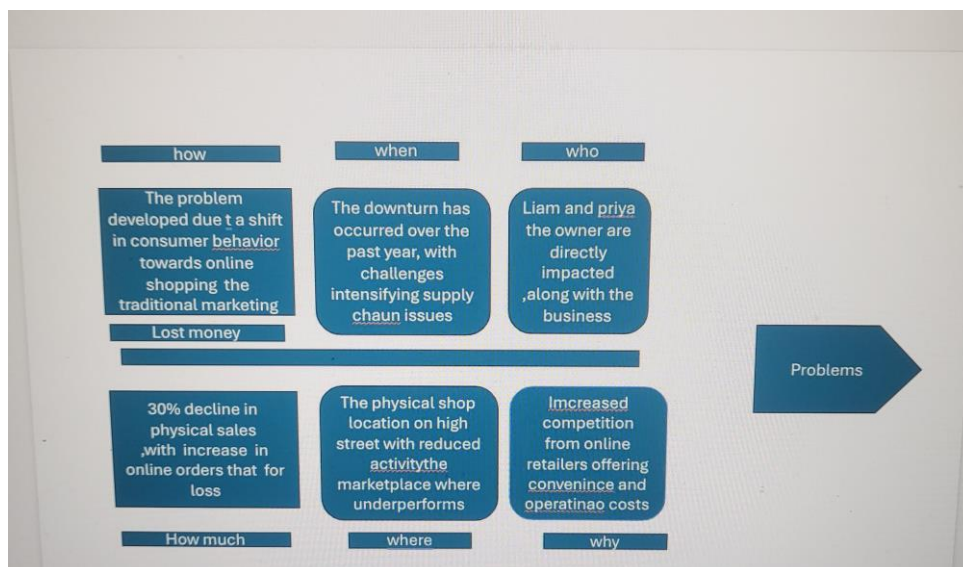
- Green Haven's challenges are driven by:
 - External market changes
 - Technological gaps
 - Rising operational costs
- Survival depends on:
 - Understanding customer behaviour
 - Adapting to digital retail trends
 - Leveraging sustainability as differentiation

(Speaker tip: Emphasise “adaptation, not abandonment” of values)

Slide 9 – Reference List

(Example academic & industry sources – adapt as required)

- Kotler, P. et al. (2020). *Marketing Management*.
- Mintel (2023). *UK Floristry and Gift Retailing Report*.
- UK Government (2023). *Inflation and Retail Cost Pressures*.
- Statista (2024). *Online Flower Delivery Market Trends*



Founded in 2016 by Liam & Priya Patel Independent florist with: Bespoke floral arrangements Strong sustainability ethos Loyal local customer base Customer segments: Walk-in retail customers Weddings & corporate client alternatives price power consumption capacity warranty

Below is a **clear alternatives analysis** for an **independent, sustainable florist** like the one you describe (founded 2016 by Liam & Priya Patel, bespoke, loyal local base). I've interpreted "**power consumption**" as *operational energy use* (relevant to sustainability), since floristry doesn't use "power" in a product sense.

1. Alternative Business Types (Comparators)

Alternative A – Traditional Local Florist (Less Sustainability-Focused)

Profile: Independent, standard sourcing, broad retail focus

Factor	Comparison
Price	Lower–Medium (£20–£40 bouquets)
Power consumption	Medium–High (older refrigeration, less efficient lighting)
Capacity	Medium – good for daily retail, limited large events
Warranty / Guarantee	Basic freshness guarantee (24 hrs)
Strengths	Competitive pricing, familiarity
Weaknesses	Weaker sustainability appeal

Alternative B – Eco-Luxury / Premium Sustainable Florist

Profile: High-end, strong green credentials, design-led

Factor	Comparison
Price	High (£50–£90+ bespoke bouquets)
Power consumption	Low (LED lighting, efficient cold storage, minimal waste)
Capacity	Low–Medium – selective weddings/corporate
Warranty / Guarantee	Strong satisfaction guarantee; replacements/refunds
Strengths	Brand prestige, sustainability leadership
Weaknesses	Smaller volume, higher prices

Alternative C – Online / Subscription-Based Florist

Profile: Centralised production, delivery-focused

Factor	Comparison
Price	Medium (£25–£45 subscription bouquets)
Power consumption	High (centralised) but lower per bouquet
Capacity	High – scalable nationally
Warranty / Guarantee	Clear refund/replacement policy
Strengths	Convenience, predictable revenue
Weaknesses	Less personal, weaker local loyalty

Alternative D – Event-Focused Floral Studio (Weddings & Corporate)

Profile: Limited retail, high-value contracts

Factor	Comparison
Price	High (£1,000–£5,000+ per event)
Power consumption	Low–Medium (project-based operations)
Capacity	High per project , few concurrent clients
Warranty / Guarantee	Contract-based service guarantees
Strengths	High margins, strong B2B focus
Weaknesses	Irregular cash flow

2. Your Described Florist – Competitive Position

Factor	Position
Price	Medium–High (value justified by bespoke & sustainability)
Power consumption	Low–Medium (eco practices, but still refrigeration-dependent)
Capacity	Medium – steady walk-ins + selected weddings/corporate
Warranty / Guarantee	Informal but trust-based (loyal local customers)

Key advantage:

👉 Strong balance between **personal service, sustainability**, and **local loyalty**

Key risk:

- 👉 Scaling without losing bespoke quality or green credentials

3. Strategic Insight

To outperform alternatives, this florist should:

- Formalise a **“Freshness & Satisfaction Guarantee”** (acts like a warranty)
- Communicate **energy-efficient practices** clearly (low power consumption)
- Cap event capacity to protect quality
- Maintain **mid-premium pricing** justified by ethics + craftsmanship