

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
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Introduction – Green Haven Florists

Are a small Independent Flower shop located in Norwich. Founded in 2016 by partners Liam and Priya Patel.

Gained its reputation for its bespoke floral arrangements, eco-friendly packaging and community ties.



Problem: nature and scope 5W2H

In the last 12 months Green Haven Florists have seen a 30% decline in in-store sales...

WHY

- The shop's location once a busy street, has seen many business closures, hence a reduction in foot traffic
- Facing competition with online retailers who are offering lower prices and same-day delivery.
 - Rising costs and prices of fresh flowers, especially the imported varieties.
 - Rising prices of sustainable materials – key to their business model
 - Rising operational costs
 - New Competitors
 - Struggle to digitise

Who:

Liam and Priya Patel

Their Customers

Competitors

What:

When: In the last 12 months, they have seen decline in sales.

Where: Norwich High Street

How: Decrease in foot traffic.

How Much: 30% decline in in-store sales

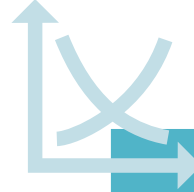


PESTLE ANALYSIS



Political

- The company is facing a challenge to survive in a rapidly changing retail environment, which could be due to government policy
- Prices of importation have gone up, which could be due to Brexit and new trade restrictions



Economic

- Rising operational costs are eating into the business profits
- Due to Inflation, the costs of imported varieties have surged, putting a strain on the business
- Inflation has affected the Supply and demand



Social

- Customers are switching to online shopping for its convenience, flexible delivery options, and same-day delivery

PESTLE ANALYSIS CONTINUED



Technological

- This has caused the biggest impact on the business.
- The business has lost most of its clients to online shopping due to flexibility and convenience
- Customers have fed back on their website being outdated and difficult to navigate
- Struggling to keep up with the digital marketing trends.



Legal

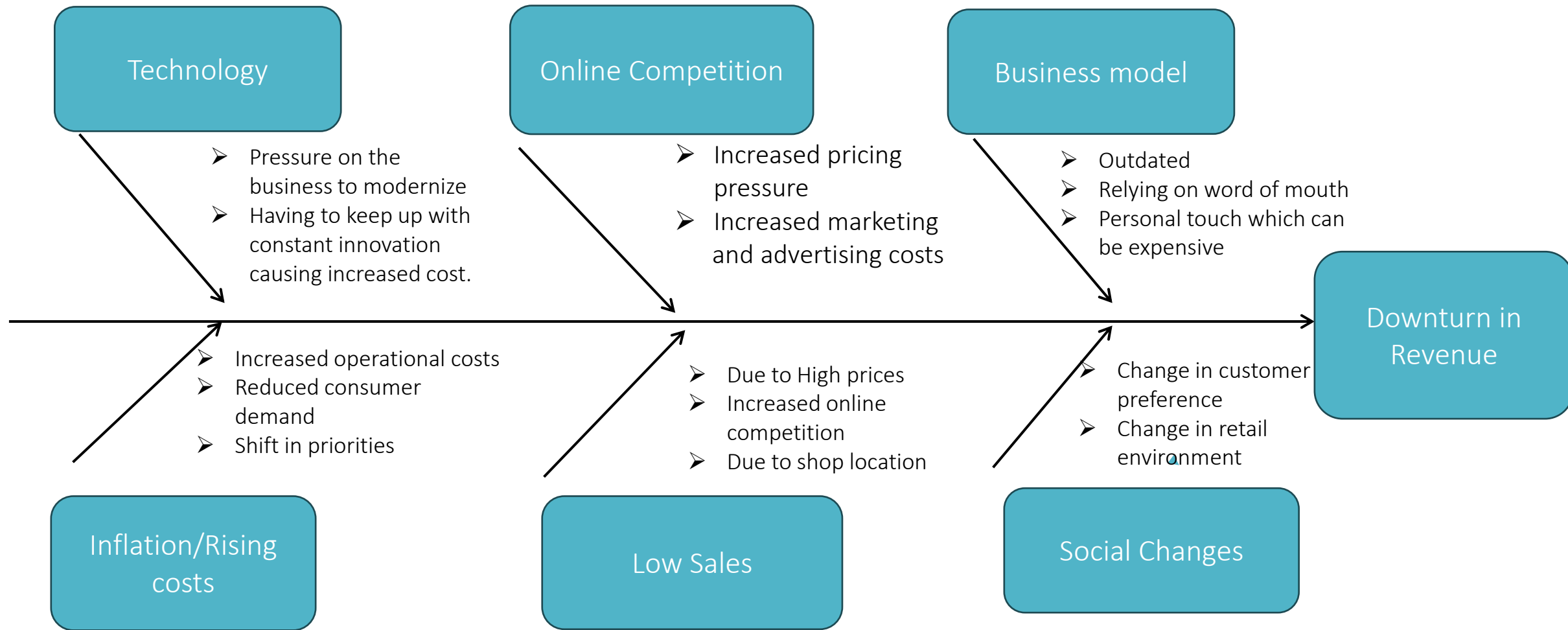
- Due to Brexit, new laws on importation have affected the supply chain and caused inflation



Environmental

- Being an eco-friendly business, the rising cost of sustainable materials, biodegradable wrapping papers, is becoming too expensive. Since the business has thrived on being eco-friendly; this is affecting their profits.

Cause and effect analysis: Fishbone diagram



Conclusion

In conclusion, the company is currently facing significant challenges that have led to a downturn in revenue. Factors such as inflation, rising materials costs, and online competition have strained their financial resources. Additionally, the outdated website hampers the ability to engage effectively with their customers and capitalize on the digital marketplace.

To navigate these challenges, they need to invest in digital presence to enhance user experience and improve customer engagement, explore on cost reduction without compromising quality. And adapting their business model to remain competitive in the evolving market landscape.

References

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Questions