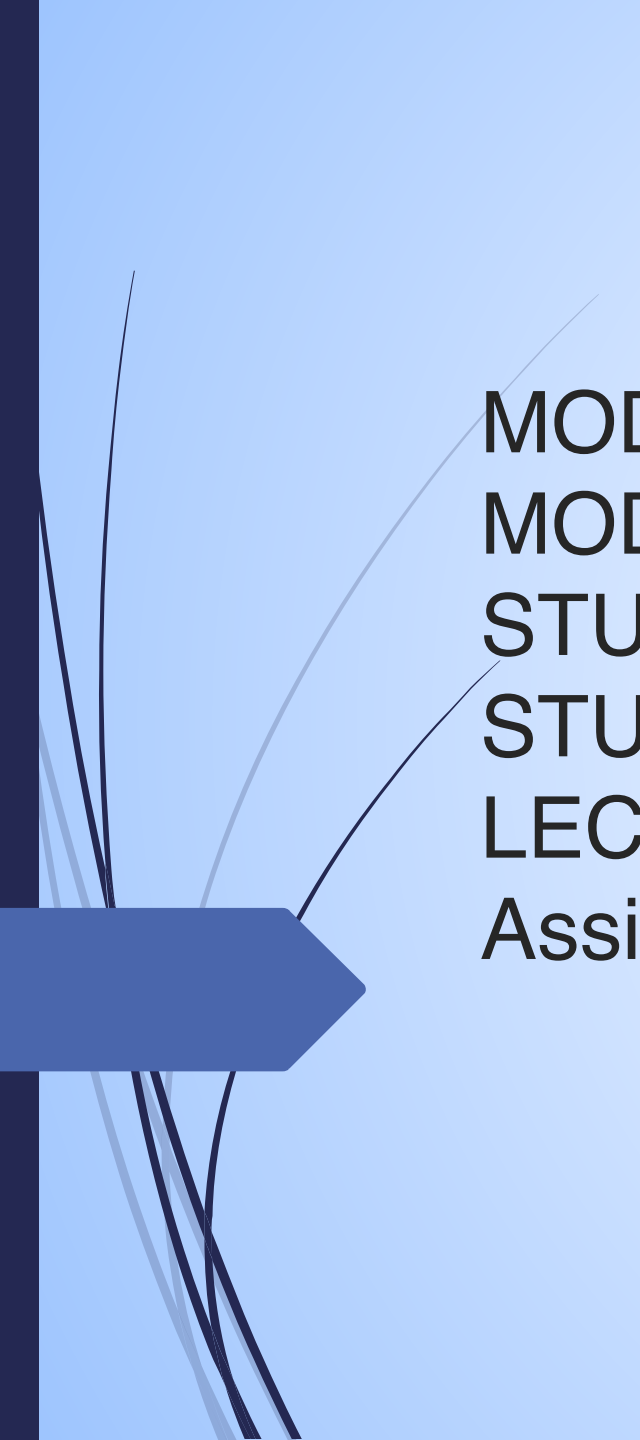




MODULE NAME Solving Problems

MODULE CODE

STUDENT NAME Sol Andrea Rincon Osorio

STUDENT ID 2023259331

LECTURER Nerys Dosseh

Assignment 1: Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion

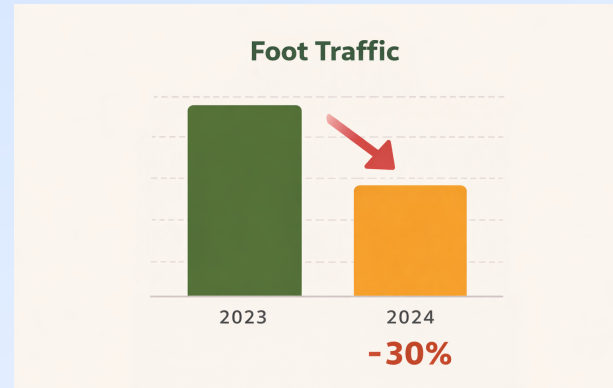
References

Introduction

Understanding the Sales Decline at Green Haven Florists



Green Haven Florists is a small independent flower shop located in Norwich, UK.



30% decline in store traffic

Aim of this presentation

- ✓ Identify causes of the sales decline
- ✓ Analyse business environment

Tools

- PESTLE Analysis → External factors
- Fishbone Diagram → Root causes of the problem

Aim of this presentation

Company background

Green Haven Florists



Founded in **2016**



Owned by **Liam & Priya Patel**



Offers **bespoke floral arrangements**, weddings and corporate orders



Known for **eco-friendly packaging and strong community connections**



However, despite this strong foundation, the business has recently experienced a significant decline in performance.

Defining the Problem: 5W + 2H Analysis

1.W: What

 30% drop in in-store sales.

2.W: WHO  Liam & Priya Patel

 Local and corporate customers.

3. W: Where

 Norwich high street, UK.

4. W: When

 Over the last 12 months.

5. W: Why

 Shift to online shopping

 Rising costs

 Weak digital marketing

 New competitors.

6. H: How

 Fewer store visitors
+ limited online conversion.

7. H: How much

 30% sales decline + cost pressure.

Now that the problem has been clearly defined, the next step is to analyse the external factors contributing to this decline through a PESTLE analysis.

PESTLE Analysis – External Factors Affecting Green Haven Florists

Political

1. **Environmental regulations**

Government policies encourage sustainable and eco-friendly business practices.

2. **Import and trade policies**

Changes in import regulations can affect the price and availability of flowers.

Economic

1. **Inflation and rising costs**

Higher prices for imported flowers and sustainable packaging.

2. **Consumer price sensitivity**

Customers may choose cheaper online flower retailers.

Social

1. **Shift toward online shopping**

Customers increasingly prefer ordering flowers online.

2. **Growing environmental awareness**

Consumers value sustainable and eco-friendly products.

PESTLE ANALYSIS: Green Haven Florists



Technological

1. Growth of e-commerce platforms

Customers increasingly buy flowers through online retailers.

2. Importance of digital marketing

Businesses need strong websites and social media presence.



Legal

1. Employment and labour regulations

Businesses must comply with UK employment laws and worker protections.

2. Consumer protection laws

Companies must ensure product quality and reliable delivery services.



Environmental

1. Demand for sustainable products

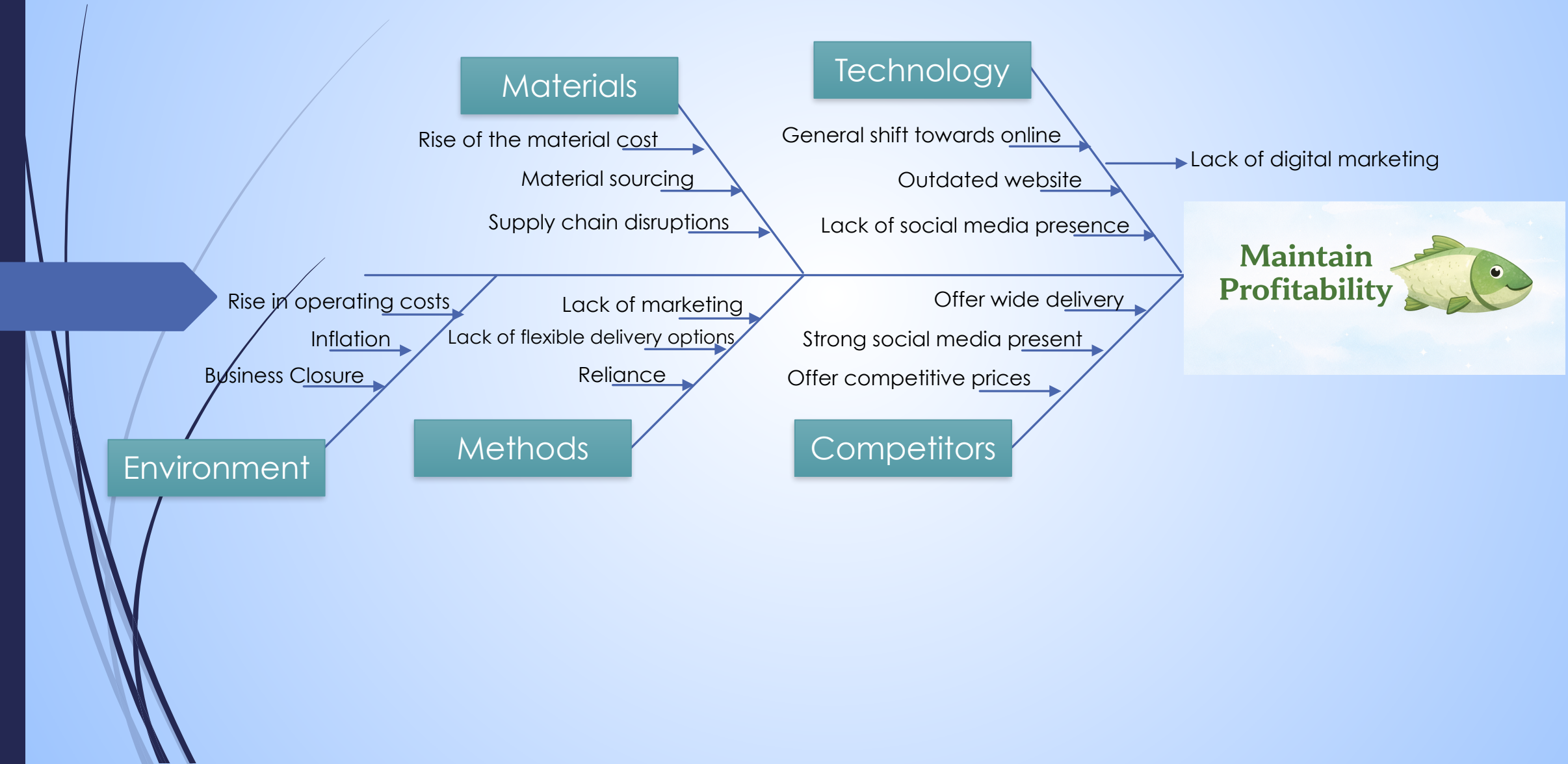
Customers prefer eco-friendly packaging and locally sourced flowers.

2. Climate impact on flower supply

Weather conditions can affect flower availability and prices.

After analysing the external environment through PESTLE, the next step is to identify the root causes of the problem using a Fishbone diagram.

Cause and effect analysis: Fishbone diagram



Key Findings and Conclusions



Core Problem

Green Haven Florists is experiencing a significant decline in in-store sales and profitability.

- 30% reduction in foot traffic
- Online growth not compensating store losses



Strategic Insight

The main challenge is **not product quality**, but **adaptation to a changing retail environment**.

Green Haven must **modernise its business model** and strengthen its **digital presence** to remain competitive.



Key Causes

Market Changes

- Shift toward **online purchasing**
- Strong **digital competitors**

Operational Pressures

- Rising flower and packaging costs
- Supply chain disruptions

Internal Limitations

- Outdated website
- Weak digital marketing
- Limited delivery and subscription services

Therefore, the next step is to explore potential strategies that could help Green Haven Florists improve its competitiveness and restore profitability.

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Thank you for your attention.

Do you have any questions?