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Green Haven Florists

Problem solving and decision making

LCLM4004_LON

Nicoleta Guthier 2516226

Mohammad Rahman

Assignment 1

PRESENTATION



Overview

- Introduction
- Issues affecting Sales
- 5W2H Analysis
- PESTEL Analysis
- Fishbone Analysis
- Key findings
- Reference

Introduction

~ Small independent flower shop

~ Located in Norwich, United Kingdom

~ Founded in 2016 by Liam and Priya Patel

~ Known for bespoke floral arrangements and creative designs

~ Uses eco-friendly packaging and sustainable materials

~ Strong community reputation and loyal local customers

~ Serves walk-in customers, corporate clients, and weddings



Issues affecting Sales

- Declining high street foot traffic
- Growing online competition
- Rising costs of flowers and materials
- Limited digital presence
- Changing customer expectations
- New local and national competitors
- Internal resource constraints
- Economic pressures

5W2H Analysis

5W

WHAT :
Decline in in-store sales

WHY :
Less foot traffic, online competition, rising costs

WHERE :
GREEN HAVEN FLORISTS SHOP

WHEN :
LAST 12 MONTHS

WHO :
OWNERS, CUSTOMERS, COMPETITORS

2H

HOW :
Customers are shifting to online flower retailers because they offer faster delivery, discounts, and more convenient shopping experiences.

HOW MUCH :
In-store sales have dropped by roughly 30%, showing a big financial impact on the business

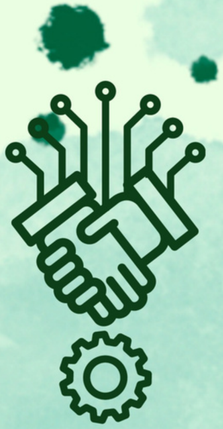
Pestel Analysis

Political	Economic	Social	Technological	Enviromental	Legal
Import rules affect flower supply	Rising flower costs, inflation	Customers prefer online shopping	Competitors use social media & online orders	Sustainable materials increase costs	Consumer protection and retail laws













Fishbone Analysis

People :
Limited digital marketing skills

Processes
Limited delivery options, no subscription services

Environment
Less busy high street



Technology
Outdated website

Competition
Boutique florist (strong social media), national chain (low prices & delivery)

Suppliers
Rising costs of imported flowers

Summary

- High street foot traffic has decreased
- Online competitors attract customers with convenience and discounts
- Limited digital presence (website & social media)
- Rising flower and material costs
- Local and national competition increasing
- Business needs to modernise and differentiate

References

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