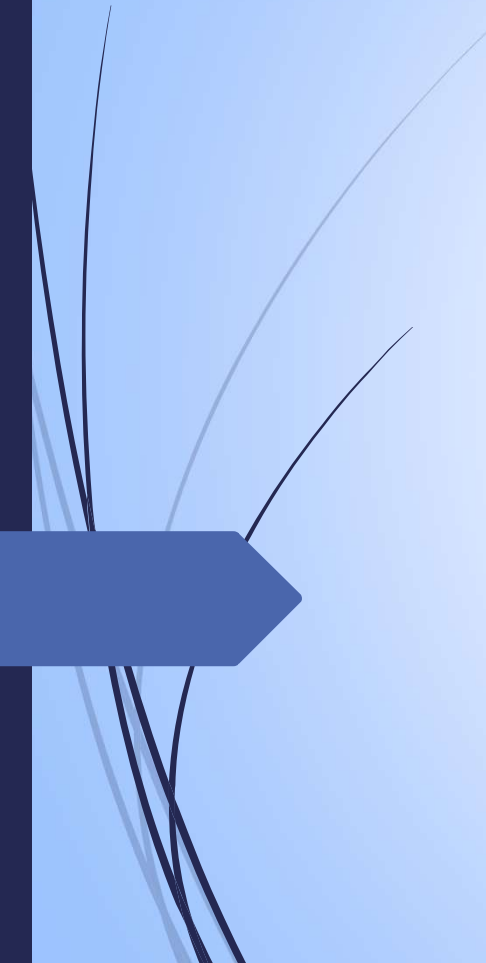




MODULE NAME -**Problem Solving and Decision Making**
MODULE CODE - **LCLM4004**
STUDENT NAME- **Alhaji Ardy Dumbuya**
STUDENT ID - **2439867**
LECTURER: **Anita Nan**
Assignment 1: **Presentation**

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion

References

Introduction

- DROP IN SALES “ decrease in the amount sold or revenue generated between two periods”(Calculator Ultra,2025).
- Green Haven florists is a local flower shop based in Norwich, UK
- It Specialises in selling fresh flowers, bouquets and event decorations.
- A 30% drop in sales or revenue was recently experienced.
- The decline was due to customer behavior, competition and external factors

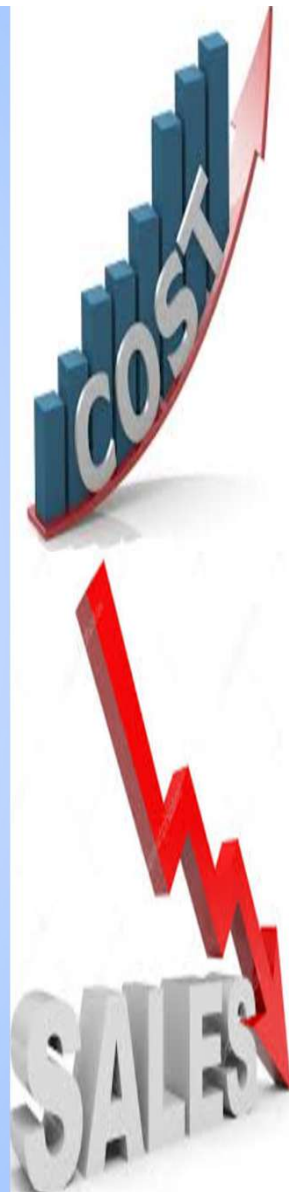
Company background

- Green Haven Florists was founded in 2016. Shop is located in Norwich , UK.
- Owners : Liam and Priya Patel
- Sells Flowers and specialises in custom made floral decorations.
- Strong community ties.
- Eco –Friendly Packaging.
- Specialises in custom-designed floral decorations for customers who walk in, for weddings and corporate occasions.
- Famous for environmentally-friendly packaging and sustainable sourcing philosophy.
- Has established good customer relationships and connections with the community.
- Focuses on customised service and innovation in floral designs.



Problem: nature and scope

- **Who:** Liam and Priya Patel, owners.
- **What:** 30% drop in sales, rising costs, and loss of competitiveness.
- **Where:** Norwich High Street, where the local activity is on a downward spiral.
- **When:** Over the last 12 months.
- **Why:** The price of flowers was surged.
Customers preferred online shopping or orders.
Customers feedback has revealed mixed sentiment.
Foot traffic not been compensated.
Shop's, commitment to sustainable materials, bio-degradable wrapping and locally sourced flowers, expensive to uphold.
- **How:** There is a limited digital presence and a reduction in the cost of sustainable materials.
- **How Much:** 30% decrease in sales in terms of profitability.



PESTLE ANALYSIS: Green Haven Florists

Political:

- Local business Regulations.
- Import/export policies

Economic:

- Increased in the cost & Living
- Competition from Online Shops and other big stores

Social:

- More Green Haven florists Customers buy flowers online.
- People prefer eco-friendly and locally sourced flowers.



PESTLE ANALYSIS: Green Haven Florists

Technological:

- Outdated and lack of e-commerce Capabilities
- Online Sales and Social Media Marketing improve sales

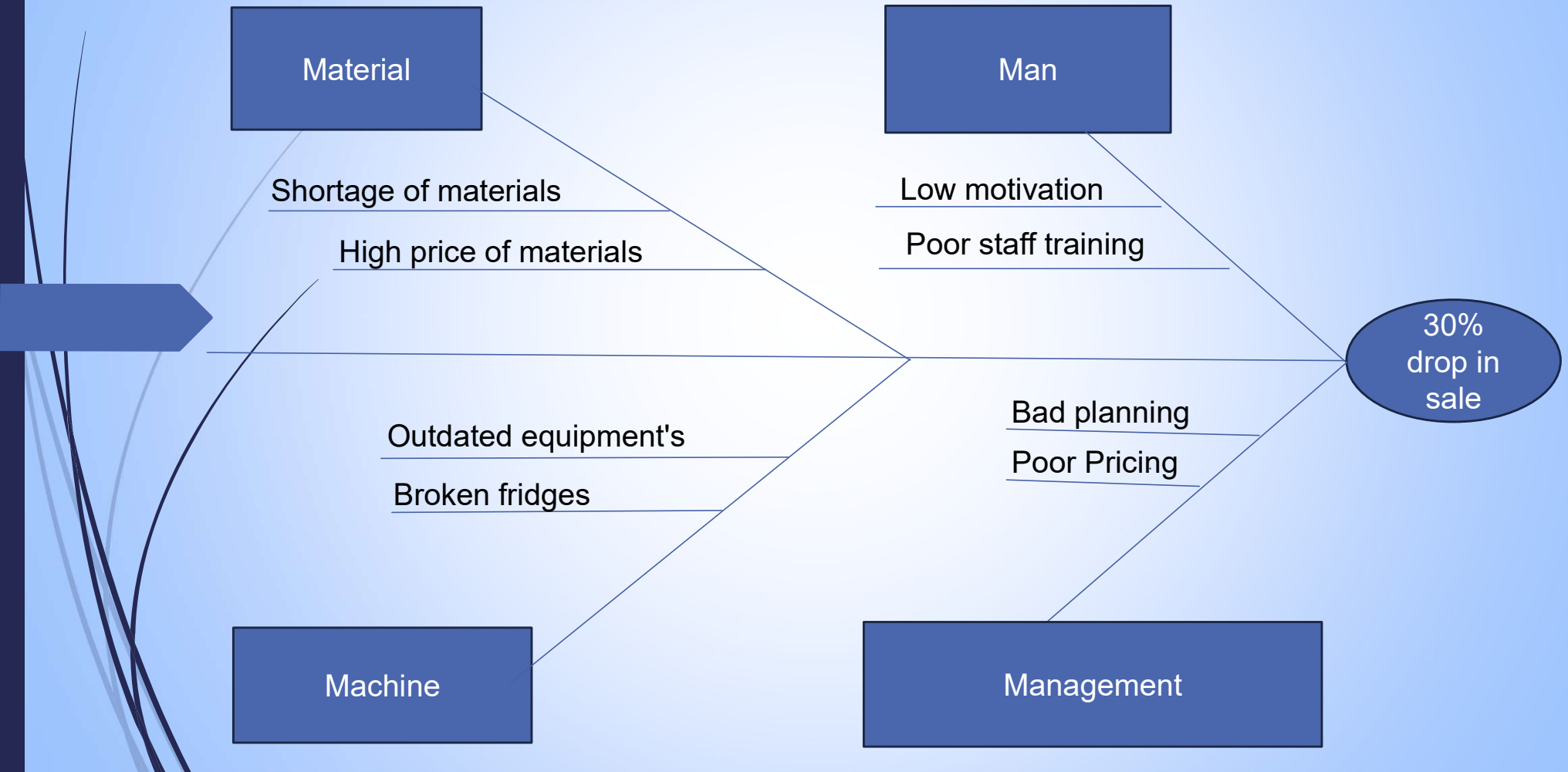
Legal:

- Health and Safety rules in the Shop must be followed
- Waste Management laver for disposing of packaging properly

Environmental:

- Pressure to use biodegradable wrapping and reduce plastic waste.
- Weather changes affect flower growth and supply.

Cause and effect analysis: Fishbone diagram



Conclusion

- Green Haven is experiencing a decrease in footfall, obsolete technology, and an increased cost.
- The company should invest in e-marketing and improve its online services.
- Raise the focus on subscriptions, customised deliveries, and eco-branding in order to reclaim the customers.
- The change will be sustainable and will make them competitive in the long term.

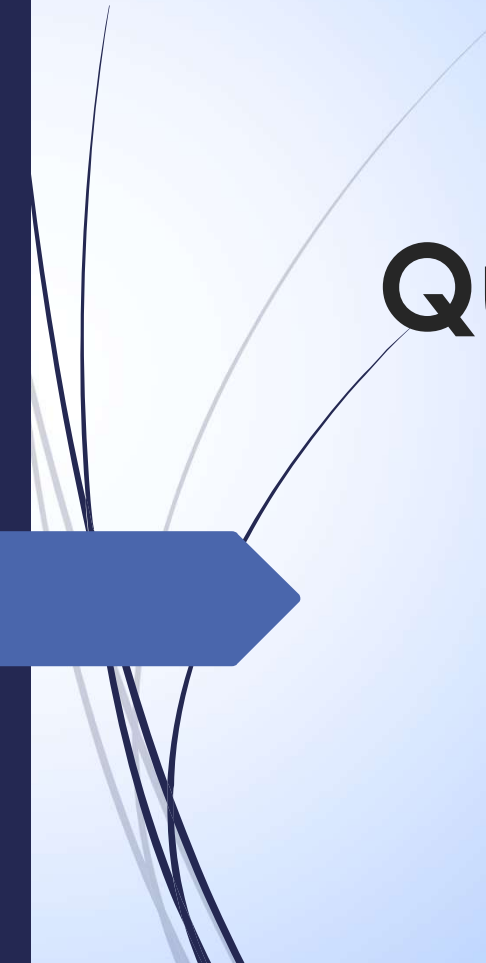


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Thank
You



Questions