



Green Haven Florists

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Introduction

- This presentation will:
- Introduce Green Haven Florists
- Examine the business problem
- Apply the **5W2H model**
- Apply **PESTEL Analysis**
- Apply the **Fishbone (Cause-and-Effect) Diagram**
- Summarise the key findings

About Green Haven Florists

Green Haven Florists is an independent flower shop in Norwich established in 2016. The business became well known for high-quality floral arrangements, environmentally friendly packaging and excellent customer service. However, over the last year, the business has experienced declining in-store sales due to changing consumer behaviour, rising costs and increasing competition.

Nature and Scope of the Problem

- The business faces both **internal** and **external** challenges.
- **Internal problems include:**
 - Outdated website
 - Limited digital marketing
 - Lack of delivery flexibility
- **External problems include:**
 - Inflation
 - Increased competition
 - Changes in customer shopping behaviour

These issues work together to reduce sales and profitability rather than acting independently

Issue			Impact		
30% fall in in-store sales			Lower revenue		
Online competition			Loss of market share		
Weak digital marketing			Low online visibility		

5W2H Analysis

Evaluation

Strengths

- Provides a structured approach to understanding a problem.
- Ensures important information is not overlooked.
- Supports effective decision-making.

Limitations

- Does not prioritise problems.
- Does not identify relationships between different causes.

Question	Answer
What?	Declining in-store sales
Why?	Competition, poor website, changing customer behaviour
Who?	Owners, employees, customers and suppliers
Where?	Norwich High Street
When?	Last 12 months

What is PESTEL?

PESTEL analyses the external environment influencing business performance.

Benefits

- Identifies opportunities and threats.
- Supports strategic planning.
- Improves business decision-making.

Limitations

- Focuses only on external factors.
- External environments change rapidly.
- Does not identify internal business weaknesses.

Factor	Meaning
Political	Government policies
Economic	Inflation and costs
Social	Consumer behaviour
Technological	Digital developments
Environmental	Sustainability issues
Legal	Employment and consumer law

Applying PESTEL

The three most significant factors affecting Green Haven Florists are:

- **Economic**

Increasing inflation raises operating costs while reducing customers' disposable income.

- **Technological**

Competitors offer modern websites, online ordering and same-day delivery.

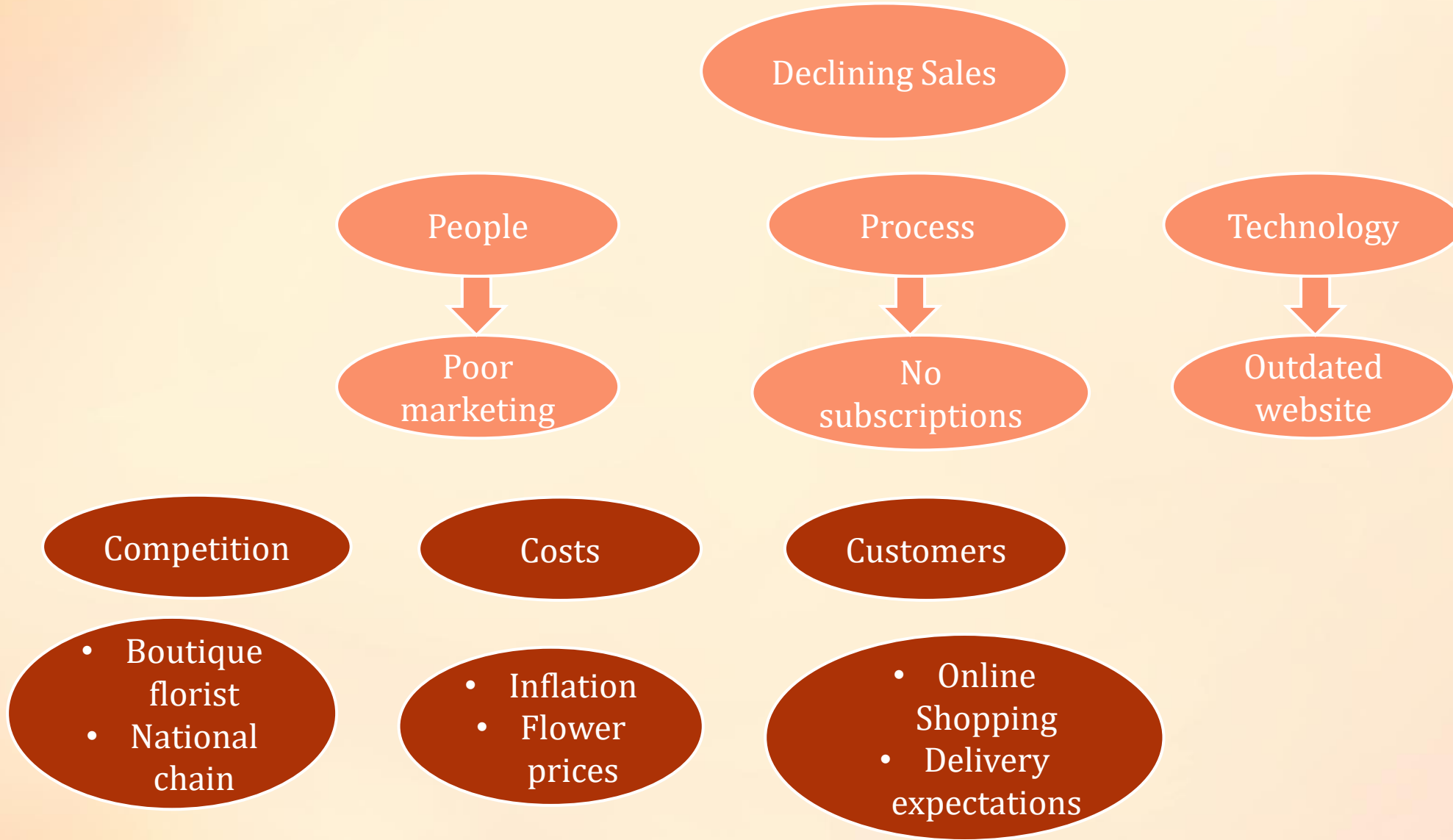
- **Social**

Customers increasingly value convenience and digital shopping.

These external pressures have significantly reduced in-store customer visits.

Factor	Green Haven Florists
Political	Import regulations affect flower prices
Economic	Inflation increases costs and reduces spending
Social	Customers prefer online shopping and home delivery
Technological	Website outdated; competitors have stronger online presence
Environmental	Sustainable packaging is expensive
Legal	Consumer protection and employment laws increase compliance costs

Cause-and-Effect Diagram



Fishbone Analysis- Main Causes

People

- Limited digital marketing knowledge

Process

- No subscription service
- Limited delivery options

Technology

- Outdated website
- Weak online ordering experience

Competition

- National chain
- Boutique florist with strong Instagram marketing

Costs

- Inflation
- Imported flower prices
- Sustainable packaging

Customers

- Shopping online
- Looking for convenience
- Price-sensitive

Conclusion

The Fishbone Diagram shows that declining sales result from several interconnected causes rather than one isolated issue. This demonstrates why Green Haven Florists needs a comprehensive strategy rather than a single solution.

Key Findings

Summary

- Green Haven Florists has experienced a 30% decline in in-store sales.
- Customer behaviour has shifted towards online shopping.
- Inflation has increased operating costs.
- Competitors provide stronger digital services.
- The company's website and digital marketing require improvement.
- The Fishbone Diagram demonstrates that multiple connected factors are causing declining sales.
- The business should modernise its digital presence while maintaining its reputation for sustainability and customer service.

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