



MODULE NAME: Problem Solving and
Decision Making

MODULE CODE: LCLM 4004

STUDENT NAME: DJEZOU JOHN KONAN

STUDENT ID: 2509527

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

- A DROP IN SALES BASICALLY REFERS TO A DECREASE IN THE NUMBER OF PRODUCTS SOLD OR THE REVENUE A BUSINESS BRING IN BETWEEN TWO DIFFERENT TIME PERIODS.
- IT MIGHT LOOK LIKE SIMPLE ON THE SURFACE, BUT IT CAN ACTUALLY MEAN A LOT OF DIFFERENT THINGS DEPENDING ON WHAT IS GOING ON IN THE BUSINESS OR THE MARKET. FOR EXAMPLE, A DROP IN SALES COULD BE CAUSED BY CHANGES IN CUSTOMER PREFERENCES, STRONGER COMPETITION, POOR MARKETING OR EVEN EXTERNAL FACTORS LIKE ECONOMIC CONDITIONS.
- FROM A BUSINESS PERSPECTIVE, IT IS IMPORTANT TO LOOK AT WHY THE DROP HAS HAPPENED RATHER THAN JUST THE NUMBERS THEMSELVES.
- SOMETIMES, IT'S A NATURAL FLUCTUATION, BUT OTHER TIMES IT CAN BE A SIGN THAT SOMETHING NEEDS FIXING- LIKE PRICING, PRODUCT QUALITY, OR EVEN CUSTOMER ENGAGEMENT. SO BASICALLY, WHEN A COMPANY NOTICES A DECLINE LIKE THIS, IT USUALLY TRIGGERS A REVIEW OF THEIR STRATEGIES TO FIGURE OUT WHAT WENT WRONG AND HOW TO GET SALES BACK UP AGAIN.

Company background

GREEN HAVEN FLORISTS

FOUNDED IN 2016

OWNERS: LIAM AND PRIYA PATEL

SELLS: BESPOKE FLORAL DESIGNS, ECO-FRIENDLY ARRANGEMENTS AND SUSTAINABLE PRODUCTS FOR BOTH WALK-IN CUSTOMERS AND CORPORATE CLIENTS

CURRENT CRISIS: THE SHOP HAS EXPERIENCED A 30% DECLINE IN IN-STORE SALES OVER THE PAST YEAR

MARKET SHIFT: CONSUMERS ARE INCREASINGLY MOVING TOWARD ONLINE SHOPPING AND LARGER ONLINE DELIVERY SERVICES

RISING COSTS: INFLATION AND SUPPLY CHAIN ISSUES HAVE INCREASED THE PRICE OF FRESH FLOWERS AND SUSTAINABLE PACKAGING.

Problem: nature and scope

5W2H

WHO: LIAM AND PRIYA PATEL

WHAT: A 30% DECLINE IN IN-STORE SALES AND THE NEED TO REVITALIZE THE BUSINESS BY SHIFTING TOWARD TOWARDS DIGITAL MARKETING

WHERE: THEIR BOUTIQUE IN NORWICH, UK AND THE EXPANDING ONLINE MARKETPLACE

WHEN: THE BUSINESS WAS FOUNDED IN 2016, BUT THE SALES DECLINE HAS BECOME A CRITICAL ISSUE OVER THE PAST YEAR

WHY: A COMBINATION OF REDUCED FOOT TRAFFIC DUE TO LOCAL CLOSURES, A SHIFT IN CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING, AND RISING SUPPLY COSTS

HOW MUCH: THE BUSINESS IS SPECIFICALLY DEALING WITH A 30% DROP IN RETAIL REVENUE THAT NEEDS TO BE RECOVERED

HOW: BY LAUNCHING AN EASY-TO-USE WEBSITE AND SOCIAL MEDIA ADS TO REACH ONLINE SHOPPERS AND REPLACE THE LOST FOOT TRAFFIC IN NORWICH

Pestle Analysis: Green Haven Florists

POLITICAL : TAX POLICY AND TRADE RESTRICTIONS.

TAX POLICY: CHANGES IN VAT RATES FOR SMALL BUSINESSES OR “GREEN TAXES” ON NON- RECYCLABLE PACKING COULD IMPACT THE SHOP’S PRICING AND PROFIT MARGINS.

TRADE RESTRICTIONS: POST-BREXIT CUSTOMS REGULATIONS AND IMPORT DUTIES ON FLOWERS COMING FROM THE EU (LIKE THE NETHERLANDS) CAN CAUSE DELIVERY DELAYS AND INCREASED WHOLESALE COSTS.

ECONOMIC : INTEREST AND UNEMPLOYMENT.

INTEREST RATES: RISING INTEREST RATES INCREASE THE COST OF BUSINESS LOANS, MAKING IT MORE EXPENSIVE FOR LIAM AND PRIYA TO FUND THEIR E-COMMERCE EXPANSION OR SHOP RENOVATIONS

UNEMPLOYMENT: HIGHER LOCAL UNEMPLOYMENT LEVELS REDUCE DISPOSABLE INCOME, LEADING CUSTOMERS TO VIEW LUXURY ITEMS LIKE BESPOKE FLORAL ARRANGEMENTS.

SOCIAL : CULTURAL TRENDS, AND HEATH CONSCIOUSNESS.

CULTURAL TRENDS: A GROWING CONSUMER PREFERENCE FOR SUSTAINABLE AND “FARM-TO-TABLE” SOURCING BENEFITS GREEN HAVEN’S ECO-FRIENDLY BRAND IMAGE OVER TRADITIONAL COMPETITORS

HEALTH CONSCIOUSNESS: INCREASED AWARENESS OF THE MENTAL HEALTH BENEFITS OF NATURE ENCOURAGES PEOPLE TO BUY INDOOR PLANTS AND FLOWERS TO IMPROVE AIR QUALITY AND REDUCE STRESS IN HOME OFFICES.

PESTLE ANALYSIS: Green Haven Florists

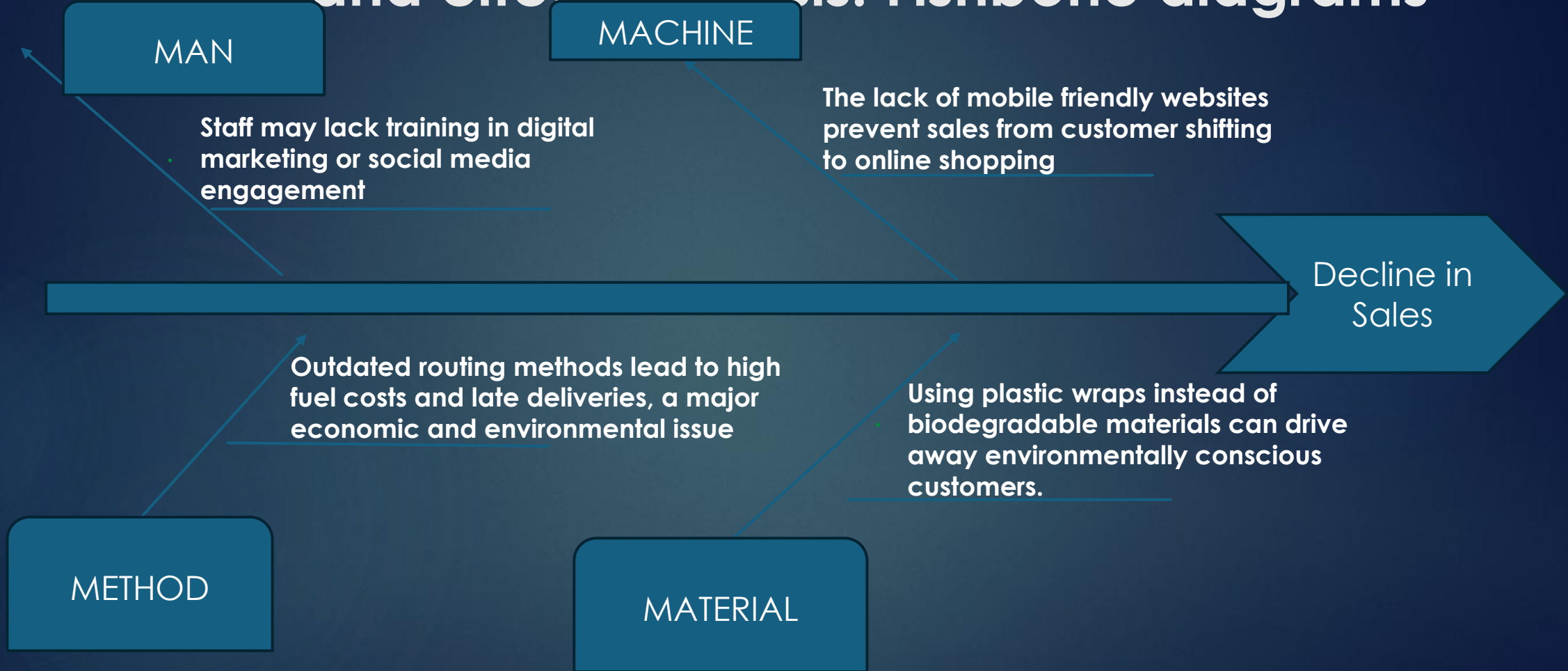
- ▶ **TECHNOLOGICAL :**

- ✓ Everyone is moving to online shopping. To keep up, Green Haven needs a strong website and a solid digital marketing plan.

- ▶ **LEGAL :**

- ▶ They must follow all health and safety rules. This is vital for handling and selling flowers properly. Following these regulations keep products safe and the business compliant
- ▶ **ENVIRONMENTAL :** Sustainability growing awareness of environmental issues may lead to a demand for eco-friendly products and practices. Florists can capitalize on this trend by adopting sustainable practices in sourcing and packaging.

Cause and effect analysis: Fishbone diagrams



Conclusion

OVERALL, GREEN HAVEN FLORISTS IS CURRENTLY FACING A SIGNIFICANT CHALLENGE WITH A 30% DROP IN-STORE SALES. THIS DECLINE HAS BEEN INFLUENCED BY SEVERAL FACTORS, INCLUDING CHANGE IN CUSTOMER BEHAVIOUR, INCREASED ONLINE SHOPPING, RISING SUPPLY COSTS AND WIDER ECONOMIC CONDITIONS. THIS ANALYSIS SHOWS THAT POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGICAL, LEGAL AND ENVIRONMENTAL FACTORS ALL PLAY A ROLE IN SHAPING THE BUSINESS ENVIRONMENT.

HOWEVER, THE SITUATION ALSO PRESENTS OPPORTUNITIES. BY INVESTING IN A STRONGER ONLINE PRESENCE, IMPROVING DIGITAL MARKETING AND CONTINUING TO FOCUS ON SUSTAINABLE AND ECO FRIENDLY PRODUCTS, GREEN HAVEN CAN ADAPT TO CURRENT MARKET TRENDS. IF LIAM AND PRIYA SUCCESSFULLY SHIFT THEIR STRATEGY TOWARDS THE GROWING ONLINE MARKETPLACE WHILE MAINTAIN THEIR UNIQUE FLORAL DESIGNS AND BRAND VALUES, THE BUSINESS HAS THE POTENTIAL TO RECOVER LOST SALES AND GROW IN THE FUTURE

References

CALCULATOR ULTRA (2025) *FIND MORE CALCULATOR AVAILABLE AT: [DROP IN SALES CALCULATOR & FORMULA ONLINE CALCULATOR ULTRA](#)*
(ACCESSED: 6 OCTOBER 2025).

CANVAS BUSINESS MODEL (2025) *THE BOUQS COMPANY AVAILABLE AT: [HTTPS:// CANVAS BUSINESSMODEL.COM/PRODUCTS/THE-BOUQS-COMPANY](https://canvasbusinessmodel.com/products/the-bouqs-company)*
(ACCESSED 14 MARCH 2026)

FINMODELSLAB (2025) *ECO-FRIENDLY ONLINE STORE AVAILABLE AT: [HTTPS://FINMODELSLAB.COM//PRODUCTS/ECO-FRIENDLY-ONLINE-STORE](https://finmodelslab.com/products/eco-friendly-online-store)*
(ACCESSED 14 MARCH 2026)



Questions