

Module Title: Problem Solving and Decision Making

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Brief Explanation of the Specific Business Problem

Green Haven Florists is a small flower shop which was founded by Liam and Priya Patel in 2016. They have had a significant downturn in revenue and foot traffic. They are also struggling with rising operational costs and increased competition with online floral delivery services, also they are struggling to maintain profitability, and they now face a challenge of changing their business model to survive in a rapidly changing environment.

Two Alternative Solutions

Relocating to a different destination

Solution A is a possible relocation of the shop. If Liam and Priya moved the shop to a different location, there is a possibility that they could increase foot traffic with customers. Also, with moving to a different location it is very likely that the people in that specific area may have an interest in buying flowers from an authentic shop.

Website Update

Solution B is selling the flower shop to create an online delivery service which can appeal to a wider audience. If Liam and Priya sold their physical shop, it would be possible for either one of them to be a delivery driver dropping off flower parcels to various customers who are either locally close to where they would be based or potentially across the UK.

Justification for Selected Solution

Updating the website makes the most sense to doing because for Liam and Priya Patel they can split the managerial roles of who will be operating the delivery drivers to ship out the orders made by the customers and who will be operating the tracking of online orders. Through conducting a PMI analysis table and reading the case study I found out that there are many variables factors to consider which could have a positive or negative outcome. For example, relocating to a new shop had more of a risk of negative outcome rather than updating the website to an online delivery service. The outcome of

updating the website is better because the PMI table shows that the positive outcomes are more likely to work in favor of increasing the revenue of the business by more than 30%. Also, Liam and Priya Patel have managed to get viewings for 3 locations where they can store their stock and set up as a warehouse with a delivery section to load up their vans. Lastly, they will save money from hiring experts to help when certain problems happen. Liam will be studying to be a mechanic and then teach what he learnt to other drivers he'll be employing that will be transporting the products to the customers.

Risk Analysis of the Selected Solution

The risks that Liam and Priya Patel could encounter have been recorded in the PMI table with 6 possible factors and a recording in a Risk Analysis table with 3 factors. In summary, the factors are quite minimal, and they can be easily prevented with procedures that I can show examples of. The main negatives of updating the website are internet complications (Wi-Fi connection may be down due to the internet provider and, with the online delivery service during the transportation of the product it is possible that the product could break whilst in transit also having problems with a van as well whilst on a delivery. With everything that I have found, this solution is more reliable because of how the positive outcomes outweigh the negatives.

Plan to Implement the Selected Solution

Liam and Priya Patel are going to split the responsibilities of 2 specific managers which are Head of Deliveries and Head of Online Order Tracker. Liam and Priya will start on a course in their specific roles of mechanic and IT whilst setting up their new location to stock the product. Also, they will be implementing to start interviewing new employees for their departments over a 12month period to save money on expenses and make back the revenue that they lost. Especially, with learning the skills they acquired on the course they picked they will be able to have the advantage of teaching new employee who may not be able to meet the requirements but still pass the interview stage.

Means of Measuring Effectiveness of Implementation of Selected Solution

The Key Performance Indicator I have proposed is make back the 30% revenue loss by updating the website to an online delivery service. From the previous chapter with the implementation table and now the SMART objectives, it confirms that every variable is achievable within the time frame of everything happening with Liam and Priya Patel. Even down to the order of responsibilities, both have gone the extra mile of studying their specific interest individual short course. They can help save money on certain risky situations by being self-sufficient which can save a lot of valuable time wasted.

Key Findings

In summary, my report consists of 4 key findings are from the case study and online resources. In part 1 of the case study, it shows that even though the flower shop has lost foot traffic of customers passing through the shop they are still receiving online orders on the website. They have also encountered mixed customer feedback on the website, that it is outdated and difficult to navigate. Which can be improved by the changes Liam and Priya Patel have noticed. Also, customers have expressed their opinion on wanting flexible delivery options and subscription services, with the convenience and lower prices of online flower that offer same day delivery and frequent discounts. Lastly, this fact was seen on a website about floral industry trends online with social media and AI are influencing consumer behaviour, with a significant impact on product choice and shopping decisions. The floral industry should embrace these trends to connect with consumers and increase sales which could Liam and Priya Patel.

Reference List

According to the International Fresh Produce Association [hereafter IFPA], (2025), Floral Industry Trends for 2025.

International Fresh Produce Association [IFPA] (2022) Floral Trends. Available at: <https://www.freshproduce.com/resources/floral/2025-floral-industry-trends/> (Accessed: 18 November 2025).

According to the Component 2 Assessment Specification Document, (2025), Part 1 Identifying the Problem.

Component 2 Assessment Specification Document [C2 ASD] (2025) Part 1 – Identifying the Problem. Available at [LCLM4004 - Problem Solving and Decision Making - Sept Term 2025 - Component 2 Assessment Specification - Birmingham.docx](#) (Accessed: 18 November 2025)

Appendices

Appendix 1

PMI Analysis Table

<u>Relocating the shop</u>		
Plus	Minus	Interesting
New location could be very helpful with the amount of new potential customers. +3	Not many people will be interested in the shop. -2	It may take a while to find a building to buy or rent in a specific location. -3
The location could have a good environment for their plants on sunlight and temperature. +4	It is possible that valuable stock could get broken whilst in transit. -3	Finding new employees to help run the shop may be needed if the space is big. +2
TOTAL: +7	TOTAL: -5	TOTAL: -1

Therefore: Final Answer for Solution A = $(7-5)-1 = 1$

<u>Update the Website for an Online Delivery Service</u>		
Plus	Minus	Interesting
There is a possibility of the business growing from one driver to 3+. +4	It is possible that valuable stock could get broken whilst transporting. -3	Social media presence could increase with short reel advertisements on multiple platforms. +3
Liam could start up the delivery service, whilst Priya operates the tracking of online orders. +5	The website could go down due to internet complications. -2	It is possible that they may want some employees to operate tracking orders and making deliveries. +4
TOTAL: +9	TOTAL: -5	TOTAL: +7

Therefore: Final Answer for Solution B = $(9-5) + 7 = 3$

Appendix 2

Risk Analysis Table

	What could cause a risk?	What is the likelihood of the risk occurring? (1 – 5)	What is the impact of this risk? (1 – 5)	Risk Factor = Likelihood X Impact	What can you do to reduce this risk from happening?	If it happens – what can you do to minimise the impact?
1	Internet could possibly cut out	3	3	9	Employ an IT technician who can fix technical issues with the internet or computer/laptop	Design a website interface where the customers can save and still update their online shopping cart before purchase.
2	Online competition could be difficult to keep up with.	2	2	4	Employ an adequate amount of people who can keep track of multiple orders and increase the social media presence with various promotion/marketing strategies.	Updating and posting various promotional advertisements on all social media platforms on a regular routine schedule.
3	The delivery vehicles could break down	3	3	9	Hire a recovery truck or get mechanical qualified delivery drivers to do fixtures to cut	Liam could get qualified as a

	whilst transporting various orders to customers.				down on recovery costs on the road	mechanic to then teach what he learnt to the other delivery drivers.
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Implementation Plan

Making back the 30% decrease in revenue

Update the website into an online delivery service.

	Task	WHAT	WHEN	WHO	Done
1	Employ people who are qualified in IT and social media marketing so they can do the various changes the website needs.	Set up interviews and create job application forms for the roles of Online Order Tracker with the proof and confirmation that meets the requirements of what the business wants	Interviews should be implemented when the location for the stock can be stored. The interview stage should last between 30mins to 1 hour	Priya Patel and Liam should be on the forefront searching for people they can employ to work for/with them.	This will be implementing consistently over 12month.
2	Liam could start up the delivery service.	Liam get trained as a mechanic to be qualified to fix mechanical problems with cars/vans. Then he could train the other delivery drivers	He could get trained within 6/12months. Within that period, he could have employed an adequate amount of delivery drivers with the same qualifications	Liam could operate and manage the delivery driver section of the floral business.	Within 12months of self-researching and applying for a short mechanic course.

Appendix 4

The Key Performance Indicator is making back the 30% loss in revenue by updating the website to an online delivery service.

Specific	Measurable	Attainable	Relevant	Time-Bound
Liam and Priya Patel will split the managerial roles of operating their floral business, whilst self-researching about the specific roles they will be taking the responsibility of learning about also teaching their employees.	The time frame is measurable because of quick they implemented certain things prior to the situation to cut certain unnecessary expenses	Yes, it is attainable because they have a choice for 1 out of 3 different locations where they can store the stock. Also, Liam and Priya Patel are currently increasing their knowledge in their specific managerial roles.	The relevancy of this solution will potentially grow the presence of the business online just by being able to adapt make changes will have a good impact on Liam and Priya Patel	Within a 12month period both will be in full effect when they get confirmation of a location to store the stock to sell online.