

Principles of Human Resource Management – LCBB5012

Week 5 activity 1

Green Haven Florists is a small, independent flower shop in Norwich, UK. Founded in 2016 by partners Liam and Priya Patel, the shop quickly gained a reputation for bespoke floral arrangements, eco-friendly packaging, and strong community ties. Green Haven catered to a wide range of customers—from walk-in clients buying bouquets to corporate clients and wedding parties. The business thrived on its personal touch and sustainable ethos, which resonated with environmentally conscious consumers.

However, over the past year, Green Haven Florists has seen a sharp decline in revenue and foot traffic. With rising operational costs and increased competition from online flower delivery services, the business is struggling to remain profitable. Liam and Priya now face the challenge of adapting their business model to survive in a rapidly changing retail environment.

Over the past 12 months, Green Haven Florists has seen a 30% decline in in-store sales. Although online orders have risen slightly, they have not offset the loss of foot traffic. The shop's location—once a bustling high street—has seen reduced activity due to the closure of nearby businesses and a general shift towards online shopping. Many long-standing customers now prefer the convenience and lower prices of large online flower retailers, which offer same-day delivery and frequent discounts.

Rising costs have further strained the business. The price of fresh flowers, particularly imported varieties such as orchids and tulips, has surged amid supply chain disruptions and inflation. Additionally, the shop's commitment to sustainable materials—such as biodegradable wrapping and locally sourced blooms—has become increasingly costly to maintain.

Customer feedback has been mixed. While many continue to praise the quality and creativity of the arrangements, some have noted that the shop's website is outdated and difficult to navigate. Others have expressed a desire for more flexible delivery options and subscription services. Internally, Liam and Priya have also struggled to keep pace with digital marketing trends, relying mostly on word-of-mouth and occasional social media posts.

To complicate matters, two new competitors have entered the local market: a trendy boutique florist with a strong Instagram presence and a national chain offering aggressive pricing and wide delivery coverage. These developments have intensified the pressure on Green Haven to modernise and differentiate itself.

In light of these challenges, Liam and Priya must now assess the root causes of their declining performance, understand the broader market dynamics—including consumer behaviour, digital trends, and competitive threats—and make strategic decisions to reposition their business for long-term sustainability.