



*UNIWERSITY OF WALES TRINTY SAINT
DAVID*

PROBLEM SOLVING AND DECISION
MAKING

LCLM4004_PRS_OCT2025_A1

MARIIA DYTS

2430458

TOUIN ADISA



introduction

Flower shop Green Haven Florists is experiencing significant issues with declining sales . The main reasons for the decrease in sale include:

Change in consumer habits:

- shift to online shopping.

Competition with large online stores:

- Competitors have a range of prices and same-day delivery.

Rising costs:

- Rising prices for fresh flowers ,ecological materials , supply chain disruptions.

Customer reviews:

- Complaints about outdated website, but product quality is good.

The need for strategy:

- Liam and Priya must assess the reasons for the market decline , understand the dynamics and consumer trends to change the situation.



Company background

Green Haven Florists

***Founded :** Long –established local florist with deep community roots

***Owners:** Liam and Priya

***Sells:** Fresh flowers , imported varieties of orchids an tulips , as well as compositions with biodegradable packaging, delivery services.

***Strong ties with community.** The business has built strong relationships within the community by participating in local events sponsoring community activities and collaborating with other local businesses. These efforts have helped foster a loyal customer base that appreciates supporting local enterprises.

***Strategies for Improvement.** There is an urgent need for the development of a comprehensive activity plan in social networks to enhance online visibility and engagement. This includes creating regular content with costumers, promote special offers, and showcase the unique floral arrangements available.

Problem analysis

5W2H

- **WHO:** Lime and Priya.
- **WHAT:** Decline in sales in a physical store , emergence of competitors , new business strategies are needed.
- **WHERE :** Will be implemented online, trough websites and social networks.
- **WHEN :** Implementation is planned in 6 months.
- **WHY :** Increasing online sales to cover the cost of a physical store, plus additional advertising.
- **HOW :** A marketing strategy will be developed, advertising on social networks will be developed , and the website will be updated.
- **HOW MUCH :** Website development cost estimation , marketing companies.

PESTEL ANALYSIS

Political : regulatory changes including import and export laws;

Economic : cost of supply , raw materials price fluctuations due to economic changes;

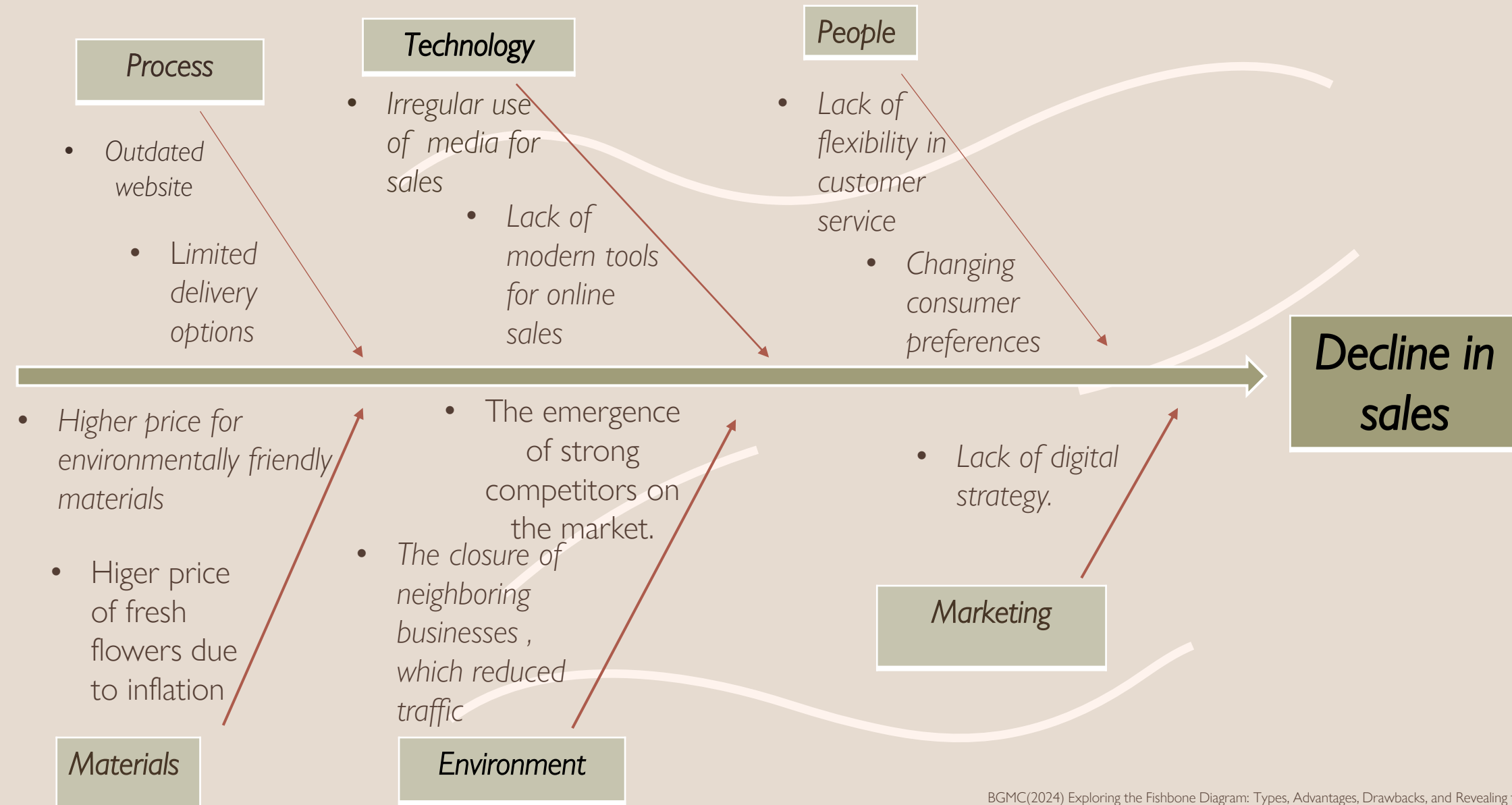
Social : trends in events increasing demand for compositions for weddings and birthdays;

Technological : marketing on social networks , using various platforms to promote your product;

Environmental: climate change affects the availability and price of flower cultivation, especially if is an import;

Legal: antitrust laws to ensure fair competition in the market.

Cause and effect analysis: Fishbone diagram



Conclusion

The store Green Haven Florists face the problem of declining sales in the physical store, increasing costs and increased competition . To solve these problems. They need to focus on their online presence trough a revamped website and improved digital marketing strategies. A variety of options ,the introduction of related products, and expansion of the assortment will help reduce dependence on a single product and increase competitiveness. When stores engage with customer feedback to develop themselves, they can reposition themselves for long-term sustainability and growth. With a clear strategic plan , the store can attract new customers.



Reference

- READING ON THE NEED TO IDENTIFY THE 'RIGHT' BUSINESS PROBLEM: SPRADLIN, D. (2012). ARE YOU SOLVING THE RIGHT PROBLEM? HARVARD BUSINESS REVIEW
- BGMC(2024) EXPLORING THE FISHBONE DIAGRAM: TYPES, ADVANTAGES, DRAWBACKS, AND REVEALING THE SIX M'S OF CHANGE AVAILABLE AT: [HTTPS://BGMCGROUP.COM/EXPLORING-THE-FISHBONE-DIAGRAM-TYPES-ADVANTAGES-DRAWBACKS-AND-REVEALING-THE-SIX-MS-OF-CHANGE/](https://bgmcgroup.com/exploring-the-fishbone-diagram-types-advantages-drawbacks-and-revealing-the-six-ms-of-change/) (ACCESSED: 28 OCTOBER 2024)
- CIPD (2025) PESTLE ANALYSIS AVAILABLE AT: [HTTPS://WWW.CIPD.ORG/EN/KNOWLEDGE/FACTSHEETS/PESTLE-ANALYSIS-FACTSHEET/](https://www.cipd.org/en/knowledge/factsheets/pestle-analysis-factsheet/) (ACCESSED: 12 FEBRUARY 2025)

The background features a light gray base with large, soft-edged organic shapes in muted red and olive green. A thin white line outlines a shape on the right. In the top left, there is a faint sketch of a leafy branch.

thank you