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GREEN HAVEN FLORISTS

A Diagnostic Review of In-Store Sales Decline

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Presentation Overview

Green Haven Florists is a Norwich-based independent florist, founded in 2016, now facing a 30% decline in in-store sales amid rising costs and new competition. This presentation diagnoses the root causes and presents key findings to guide the owners' next steps.

1

Issue Overview

Nature and scope of the challenges affecting in-store sales

2

PESTEL Analysis

External macro-environmental factors shaping the business

3

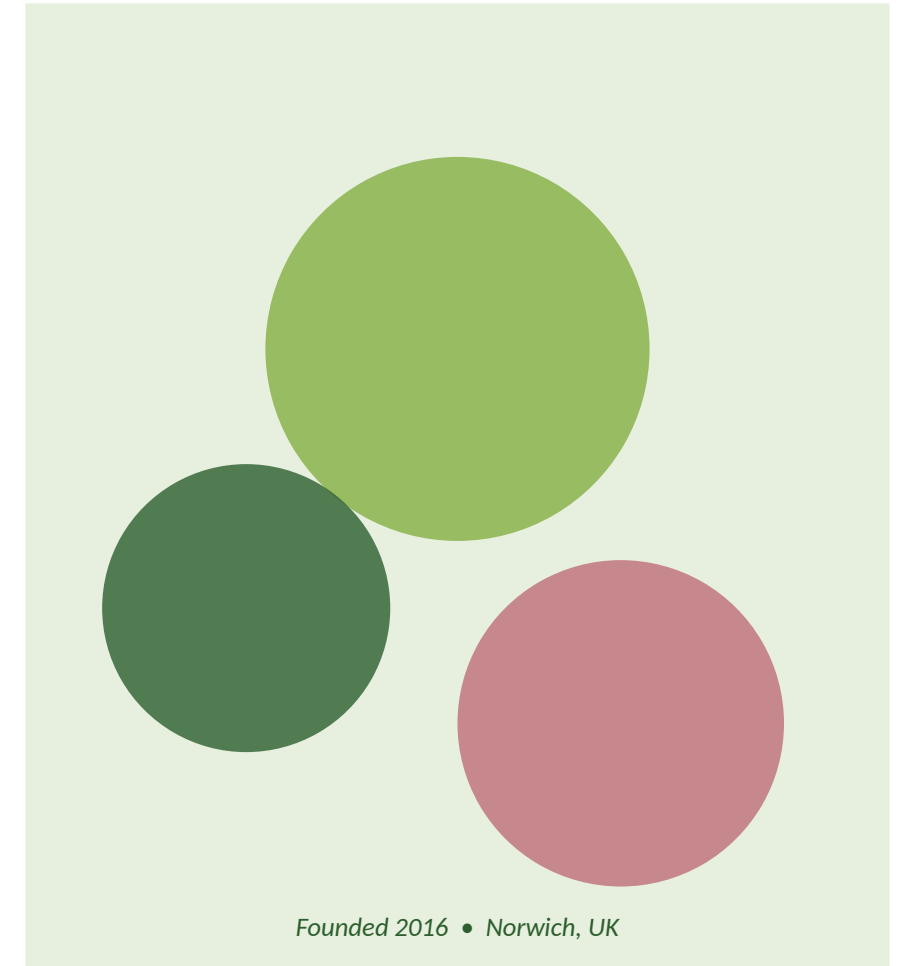
Fishbone Diagram

Root-cause mapping of the in-store sales decline

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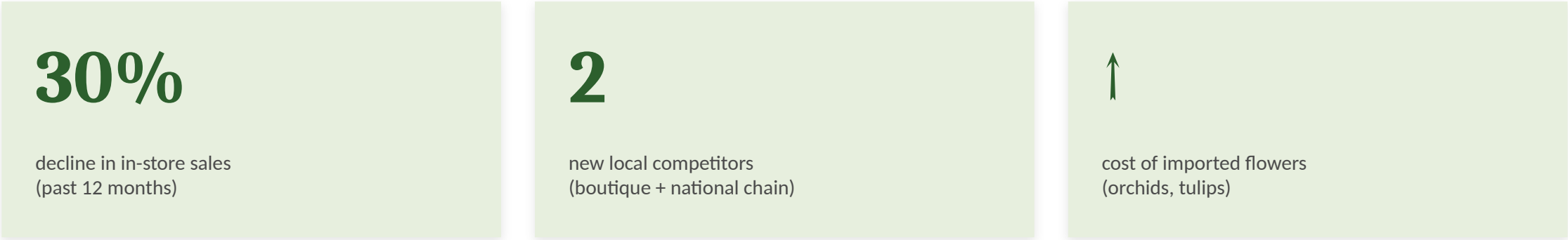
Key Findings

Summary of insights to inform next steps



Section 1

Nature & Scope of the Issues

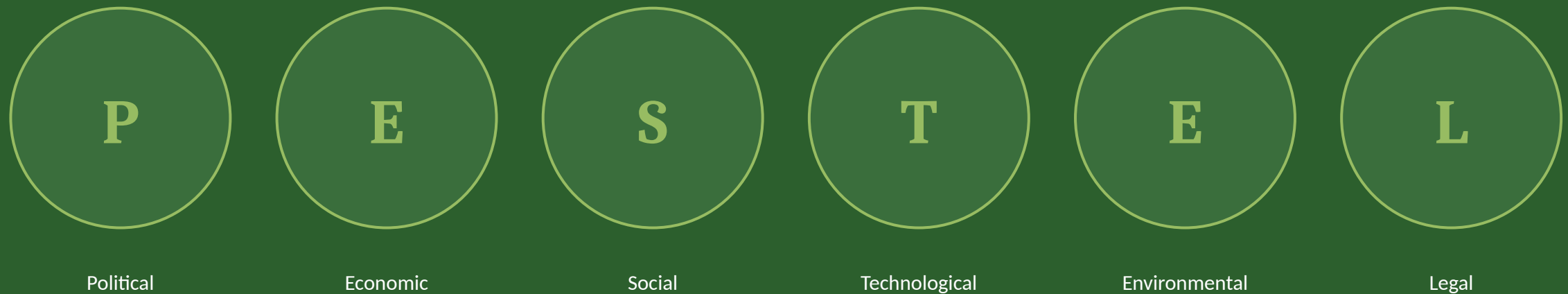


- Footfall:** High street decline as nearby businesses close; reduced passing trade to a once-bustling location.
- Online Shift:** Modest growth in online orders has not offset in-store losses; customers favour convenience and lower prices elsewhere.
- Rising Costs:** Imported flowers and sustainable packaging (biodegradable wrap, local blooms) have become markedly more expensive.
- Digital Gaps:** Outdated, hard-to-navigate website; limited delivery flexibility; no subscription offering; inconsistent digital marketing.

Section 2

PESTEL Analysis

A PESTEL analysis examines six external macro-environmental forces — Political, Economic, Social, Technological, Environmental, and Legal — that shape the conditions Green Haven Florists operates within, beyond its direct control.



PESTEL Applied to Green Haven Florists

● Political

Local council decisions on high-street business rates and support schemes affect operating costs and footfall regeneration.

● Economic

Inflation and supply-chain disruption have raised imported flower prices; cost-of-living pressures reduce discretionary spend on bouquets.

● Social

Rising demand for online convenience and subscription models; shifting customer habits away from high-street browsing.

● Technological

An outdated website and limited digital marketing put Green Haven at a disadvantage versus e-commerce-native rivals.

● Environmental

Strong sustainability credentials (biodegradable packaging, local sourcing) resonate with eco-conscious buyers, but raise costs.

● Legal

Import/export regulations on flowers and employment law (wages) shape supply costs and staffing decisions.

Section 3

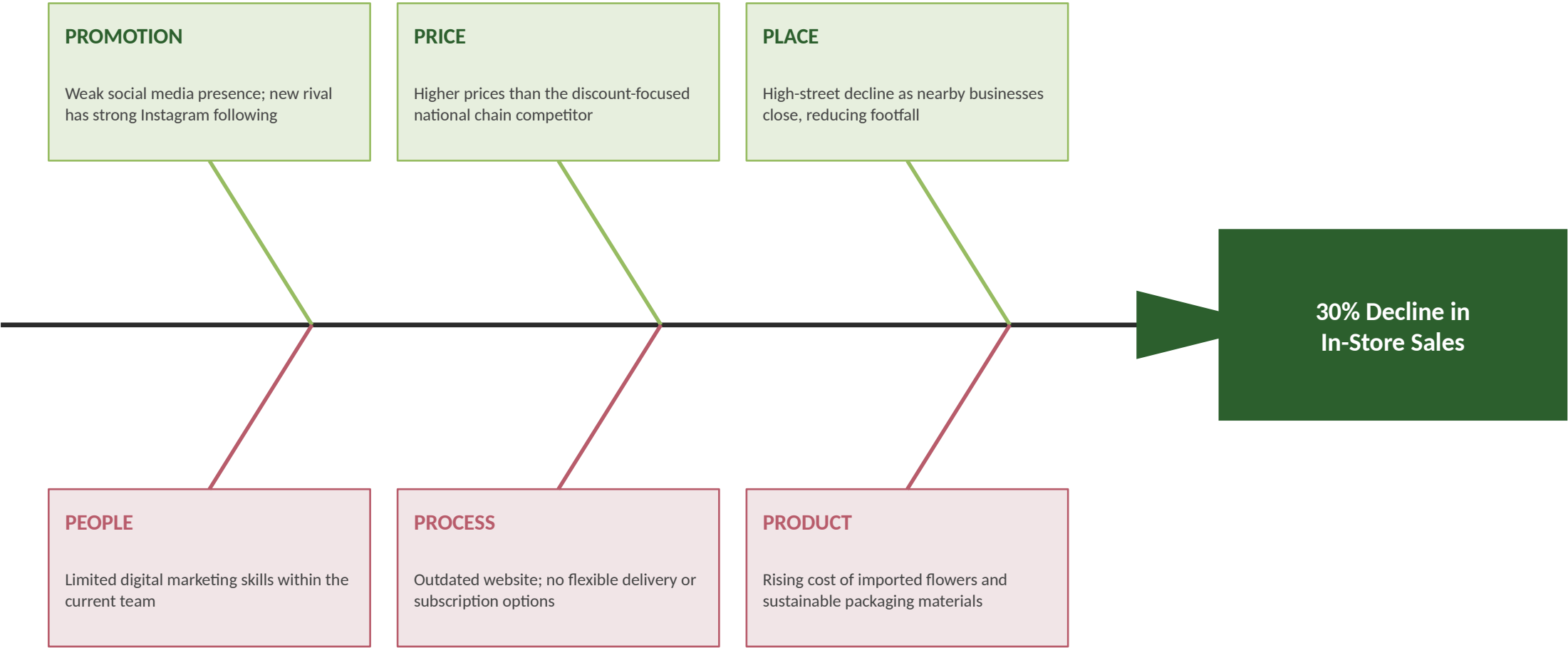
Fishbone (Ishikawa) Diagram

A fishbone diagram traces an effect — here, the decline in in-store sales — back to its contributing root causes, grouped into categories. It helps separate symptoms from underlying drivers so that interventions target causes, not just outcomes.

Categories Applied



Root Causes of Declining In-Store Sales



Summary

Key Findings

- In-store sales have fallen 30% in 12 months, driven mainly by declining high-street footfall, not a comparable rise in online orders.
- Rising costs of imported flowers and sustainable packaging are compressing margins at the same time revenue is falling.
- An outdated website and limited digital marketing leave Green Haven exposed to more digitally capable rivals.
- Two new competitors — a social-media-driven boutique and a price-aggressive national chain — have intensified pressure from both ends of the market.
- The brand's core strengths — bespoke arrangements, sustainability, and community reputation — remain valid differentiators to build a recovery strategy around.