

Module Title: *PROBLEM SOLVING AND DECISION MAKING*

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Assessment: COMPONENT 2 REPORT

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Introduction

Green Haven Florists is a small, independent flower shop established in 2016 by Liam and Priya Patel in Norwich, UK.

The company was known for its bespoke floral arrangements and personalized customer service. However, over the past year, the company has experienced a significant drop in sales.

This decline is primarily due to increased competition from online stores, rising prices, and digital platforms. As a result, Green Haven Florists faces challenges in maintaining profitability and must change the way its business operates to remain competitive with the more advanced players.

Brief Explanation of the Specific Business Problem

The Green Heaven Florist in Norwich is facing a 30% decrease in in-store sales over the past year. Although online sales have done well, they are still not enough to continue running the business this way or to compensate for the lost customers who have gone to national competitors. This decline has been due to high costs caused by inflation and high prices, making it necessary to undergo digital

renovation or update on social media and the website since everything is a bit outdated and the competitors are advanced in that area. In short, the florist business is becoming risky for these reasons, it has lost competitiveness due to lack of income and digital marketing management, and a solution is required to get the business working again.

Suggested Two Alternative Solutions

Solution A

The first solution that I suggest, which I think would be one of the best, is that they should improve the website design so that it looks more interesting and attracts more customers of different ages, especially young people who are the ones who celebrate and focus more on special dates than older people and can buy flowers or arrangements for Valentine's Day, birthdays, etc.

Solution B

Another solution that they could implement to have more sales would be to have a physical card that would be given to them at the time of making the first purchase if they are from Norwich, and for every “X” purchase they would be rewarded with some discount or free floral arrangement. This would encourage buyers to return to the store and keep an eye on that card with those discounts to obtain them.

Justification for Selected Solution

I think solution “A” is more appropriate between the two (improving the website) because it is more useful and could help more than the card. With the website, one is competing directly with the other competitors in terms of visual design, and that is like the face of the store for online buyers and visitors. It can be improved and have a more modern, easy-to-navigate, and fast website. Kits and event decorations can also be added.

Risk Analysis of the Selected Solution

The risk analysis according to solution “A” is that they have to do things well and without much complication on the website because, for example, if to make a simple purchase of a bouquet to pick it up or to have it delivered there are many steps and you have to open many tabs on the website, the buyer will get tired of all those steps and will go to buy it from competitors where the purchase process is simpler.

Plan to Implement the Selected Solution

To ensure that the changes and the transition of the florist Green Heaven Florist are successful, the plan will be executed in 3 phases over 12 weeks by Liam and Priya Patel. Each phase will be divided into 4 weeks.

Phase 1 (Redesign- week 1 to 4): the website will be redesigned with a catalog featuring photos taken by a professional to place them and make everything look more professional and reduce shopping cart abandonment.

Phase 2(Subscription model- week 5 to 8): The subscription system will be set up so that customers receive notifications automatically.

Phase 3(Launch- week 9 to 12): In this stage, everything will be reviewed and a launch campaign will be launched to build loyalty among local customers.

Means of Measuring Effectiveness of Implementation of Selected Solution

To evaluate digitalization at Green Heaven Florists, the following KPIs have been established, which will be reviewed monthly by Google and the sales panel:

Website conversion rate: percentage of buyers

Local organic traffic: visits to the website from geolocated searches

Subscribers: people who subscribe to the new version

To ensure this path and the results, the SMART criteria are applied:

(S)PECIFIC: centralize online sales through subscription, reducing dependence on physical sales

(M)EASURABLE: the data will be extracted from the e-commerce platform

(A)CHIEVABLE: based on the current production capacity

(R)ELEVANT: ensures financial stability even in bad times

(T)IME-BOUND: it will be evaluated after 12 weeks of implementation

Conclusion:

In conclusion, the analysis of the Green Heaven Florist in Norwich shows that although the business is doing well, its operating mode is currently affected by digital trends and a change in buyers. The drop in physical sales is a clear indicator that the company should update and modernize its website and digital presence in general.

To improve this situation, what will be done for now is to redesign the website and launch the subscription service. This plan will be carried out over a period of 12 weeks, which will allow the florist to compete with large national chains and diversify its sources of income, not solely relying on physical purchases. The long-term sustainability of the florist also depends on this plan.

Reference List

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The Key Performance Indicator is:

Specific Measurable Attainable Relevant Time-Bound

Questionnaire How many Qs? Who is going to do it? What type of data? On what?
What's the point? How long will it take to collect the data? Observation Which days?
Is it attainable?
How long?

Reviews

