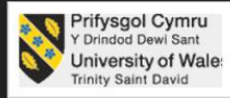


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Student name:	Petruta Batista	Student ID number:	2434851
Programme:	Certificate of Higher Education in Business Skills for the Workplace		
Module:	Problem Solving and Decision Making		
Module code:	LCLM4004	Contribution to Overall Module Assessment (%):	50%
Module leader:	Anita Nan	Internal Verifier:	Lizeta Demetriou
	Annamarie Dufficy		Yohan Mendisi
Assignment Title:	Component 1:	Word count (or equivalent):	5 to 10 minutes per student presentation.
	Individual Presentation		
	Green Haven Florists		Plus 5 to 10 minutes per Question-and-Answer element.
Submission deadline:	Powerpoint slides to be submitted on the Moodle submission link by: Monday 13 th October 2025 10:00 am	Return date of provisional marks & written feedback:	14 th November 2025
	take place week commencing 13 th October 2025		

Overview

Overview

- Green Haven Florists is a small, independent florist based in Norwich, UK, known for its sustainable, nearby obtained flowers.
- They are presently fronting a 30% deterioration in store auctions and are fronting snowballing competition and growing costs (Chen et al., 2018).



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“What, Where, When, Who, Why, How, and Impression” investigation of the problematic is accepted out consuming the 5W2H model. The contests of the exterior atmosphere are assessed using the PESTEL framework, while its boundaries are that it is fundamentally qualitative and does not continually keep tread with changing bazaars.

Overview of Green Havan Florists

“

Overview of Green Havan Florists

- ❖ Green Haven Florists is a trivial, autonomous florist grounded in Norwich, UK, founded in 2016 by associates Liam and Priya Patel (Etheredge et al., 2024).
- ❖ The business speedily gained acceptance due to its exclusive floral arrangements, eco-friendly packing, and community-based dealings.



Green Haven Florists is a trivial, autonomous florist grounded in Norwich, UK, founded in 2016 by associates Liam and Priya Patel (Etheredge et al., 2024). The business speedily gained acceptance due to its exclusive floral arrangements, eco-friendly packing, and community-based dealings. The shop supplies to a wide choice of customers, from average spray buyers to corporate patrons and nuptials. Green Haven's core viewpoint is to work a supportable and ecologically aware occupational.

Problems of Green Haven Florists

Problems of Green Haven Florists

- ❑ The foremost problem that Green Haven Florists is currently facing is a significant decline in store sales.
- ❑ In-store sales have fallen by almost 30% in the last 12 months (Etheredge & Waliczek, 2020).



The foremost problem that Green Haven Florists is currently facing is a significant decline in store sales. In-store sales have fallen by almost 30% in the last 12 months (Etheredge & Waliczek, 2020). This is a serious signal for the business, as the store's main income has so far been based on local walk-in customers and personal orders. Although online sales have increased slightly, they have not been able to compensate for the decline in store sales.

5W2H model

5W2H model		
Element	Question	Detailed Analysis
What	What is the main problem?	Green Haven Florists has experienced a 30% decline in in-store sales over the past 12 months.
Where	Where is the problem occurring?	The problem is occurring at Green Haven Florists' physical store in Norwich, UK, particularly affecting walk-in sales and local customer footfall.
When	When was the problem first noticed?	The decline has been noticeable for the past 12 months, becoming more significant since mid-2024 when local business closures and inflation started to impact consumer spending.
Who	Who is affected by the problem?	The issue directly affects owners Liam and Priya Patel, their staff, local suppliers, and, indirectly (Chu & Ma, 2024).
Why	Why is the problem happening?	Several factors contribute to the decline: (1) Rising competition from online florists offering fast delivery and discounts; (2) Reduced foot traffic due to nearby business closures.
How	How is the problem manifesting?	The business is losing sales as fewer customers visit the store, long-term clients shift to online competitors, and operating costs continue to increase.
Impact	What is the impact?	The decline has caused a drop in revenue and profit, tighter cash flow.
Severity	How serious is the problem?	Highly serious a 30% sales drop for a small independent florist poses a major threat to financial stability and long-term survival.
Cost Impact (£)	How much financial loss is estimated?	While exact figures are not stated, assuming annual revenue of around £150,000, a 30% decline could mean approximately £45,000 in lost sales.

Table 1: 5W2H Model Analysis

Source: (Kuligovski et al., 2021)

Element	Question	Detailed Analysis
What	What is the main problem?	Green Haven Florists has experienced a 30% decline in in-store sales over the past 12 months.
Where	Where is the problem occurring?	The problem is occurring at Green Haven Florists' physical store in Norwich, UK, particularly affecting walk-in sales and local customer footfall.
When	When was the problem first noticed?	The decline has been noticeable for the past 12 months, becoming more significant since mid-2024 when local business closures and inflation started to impact consumer spending.
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Critique of the PESTEL Framework

Critique of the PESTEL Framework

- The PESTEL framework is an analytical tool used to assess the external environmental factors that can affect an organisation (Anderson, 2025).
- In the case of Green Haven Florists, this framework can be used to analyse market changes and external pressures on the business.



The PESTEL framework is an analytical tool used to assess the external environmental factors that can affect an organisation (Anderson, 2025). In the case of Green Haven Florists, this framework can be used to analyse market changes and external pressures on the business. For example, from the Economic side, and from the Environmental side, consumers' awareness of sustainable materials is increasing business costs. The main purpose of using this framework is to understand the larger business environment and help make strategic decisions.

PESTEL Framework

PESTEL Framework		
Factor	Sub-Factor	Application & Discussion
Political	Post-Brexit import regulations	Post-Brexit, increasing supply costs for Green Haven.
	Government support for local businesses	UK government grants or tax relief programs for SMEs could support Green Haven’s sustainable initiatives and growth.
Economic	Inflation and reduced consumer spending	Rising living costs in the UK are reducing discretionary spending on non-essential items like flowers.
	Increased supply chain costs	Higher transport costs and import prices, especially for orchids and tulips, are squeezing profit margins.
Social	Growing online shopping trend	Customers increasingly prefer convenient online services, reducing foot traffic to the physical store.
	Awareness of sustainable products	Customers prefer eco-friendly flowers and packaging, supporting Green Haven’s brand identity but increasing operational costs (Thakur, 2021).
Technological	Importance of digital marketing	Competitors leverage Instagram and online campaigns.
	E-commerce infrastructure	The outdated website limits online sales; a modern, user-friendly platform is needed to compete effectively.
Legal	Consumer protection and return policies	Compliance with strict UK online consumer rights and return policies adds complexity and operational requirements.
	Employment and labor laws	Minimum wage increases and worker rights obligations raise labor costs for the business.
Environmental	Use of sustainable materials	Biodegradable packaging and locally sourced flowers are core to Green Haven’s brand, though they increase costs.
	Carbon footprint reduction	Environmental awareness among customers requires investment in low-carbon practices.

Table 2: PESTEL Analysis

Source: (Abdullah et al., 2022)

Factor	Sub-Factor	Application & Discussion
Political	Post-Brexit import regulations	Post-Brexit, increasing supply costs for Green Haven.
	Government support for local businesses	UK government grants or tax relief programs for SMEs could support Green Haven’s sustainable initiatives and growth.
Economic	Inflation and reduced consumer spending	Rising living costs in the UK are reducing discretionary spending on non-essential items like flowers.
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Critique of the Cause-and-Effect model

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The cause-and-effect model, also commonly known as the fishbone or Ishikawa diagram, is an analytical tool used to identify and categorise the root causes of a problem (Sturmberg & Marcum, 2023).

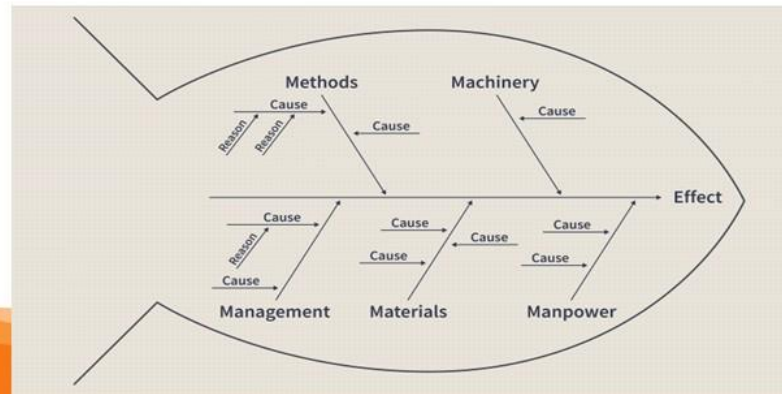


The cause-and-effect model, also commonly known as the fishbone or Ishikawa diagram, is an analytical tool used to identify and categorise the root causes of a problem (Sturmberg & Marcum, 2023). It helps identify the multidimensional factors behind a business problem. In the case of Green Haven Florists, this model can be used to analyse a business problem, such as a 30% drop in store sales. The main advantage of this model is that it makes the problem-solving process systematic and visible, allowing managers to easily see the relationships between root causes and sub-causes.

Cause-and-Effect diagram

Cause-and-Effect diagram

In the case of Green Haven Florists' declining sales problem, we can visually identify the multidimensional causes behind the main problem by using a cause-and-effect diagram (Xu & Dang, 2020).



In the case of Green Haven Florists' declining sales problem, we can visually identify the multidimensional causes behind the main problem by using a cause-and-effect diagram (Xu & Dang, 2020). For example, taking “declining sales” as the central problem, the main branches behind it are internal technological limitations, external market competition, economic pressures, and social changes. Under each branch, inflation and rising supply costs are creating financial pressures, and consumers' tendency to shop online is affecting social factors.

Summary

Summary

Key Finding 1: The significant decline in store-based sales and online competition is directly impacting Green Haven's ability to survive (Anderson, 2025).

Key Finding 2: Consumer behavior and market changes are increasingly shifting towards online shopping.

Key Finding 3: Economic and environmental pressures such as inflation, rising supply costs, and the cost of sustainable materials are increasing the business's operating costs.

Key Finding 4: Systematic analytical tools such as 5W2H, PESTEL, and cause-and-effect models are helping Green Haven understand the problem, identify root causes, and make strategic decisions.

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Thank You

Any questions?

