

Problem Solving And Decision Making

LCLM4004

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Assignment 1: Presentation

# OVERVIEW

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# Introduction

Green Haven Florists-small flower shop in Norwich, UK.

Independent local business

Faced challenges in the last 12 months

Decline in in-store sales

Rising business costs

Strong competition from online flower companies

Customers shifting to online purchasing

# Company background

Founded in 2016

Owners: Liam & Pria Patel

Products: Fresh flowers, Bouquets, wedding flowers.



Eco-friendly packaging

Strong relationship with customers

Trusted local business

Supports businesses and charities

Works with other businesses

# Problem: nature and scope

5W2H

Who: Liam & Pria Patel (Owners)

What: 30% decline in in-store sales

Where: Norwich, UK-igh street location

When: Last 12 months

Why: Customers prefer buying flowers online

How: Fewer customers visiting the shop

How much: 30% drop in store sales

# PESTLE ANALYSIS: Green Haven Florists

## **POLITICAL**

Government taxes may rise Business costs.

Government trade policies can affect the price of flowers from other countries.

## **ECONOMIC**

Inflation has Increased the cost of flowers including the materials.

Customers have less money to spend due to cost of living crisis.

## **SOCIAL**

Customers prefer purchasing online because it is more convenient.

Consumers prefer discounts and affordable products in huge companies.

# PESTLE ANALYSIS: Green Haven Florists

## ➤ TECHNOLOGICAL

- The shop website is poorly designed and arduous to navigate.
- Consumers navigate social media and online marketing more effectively.

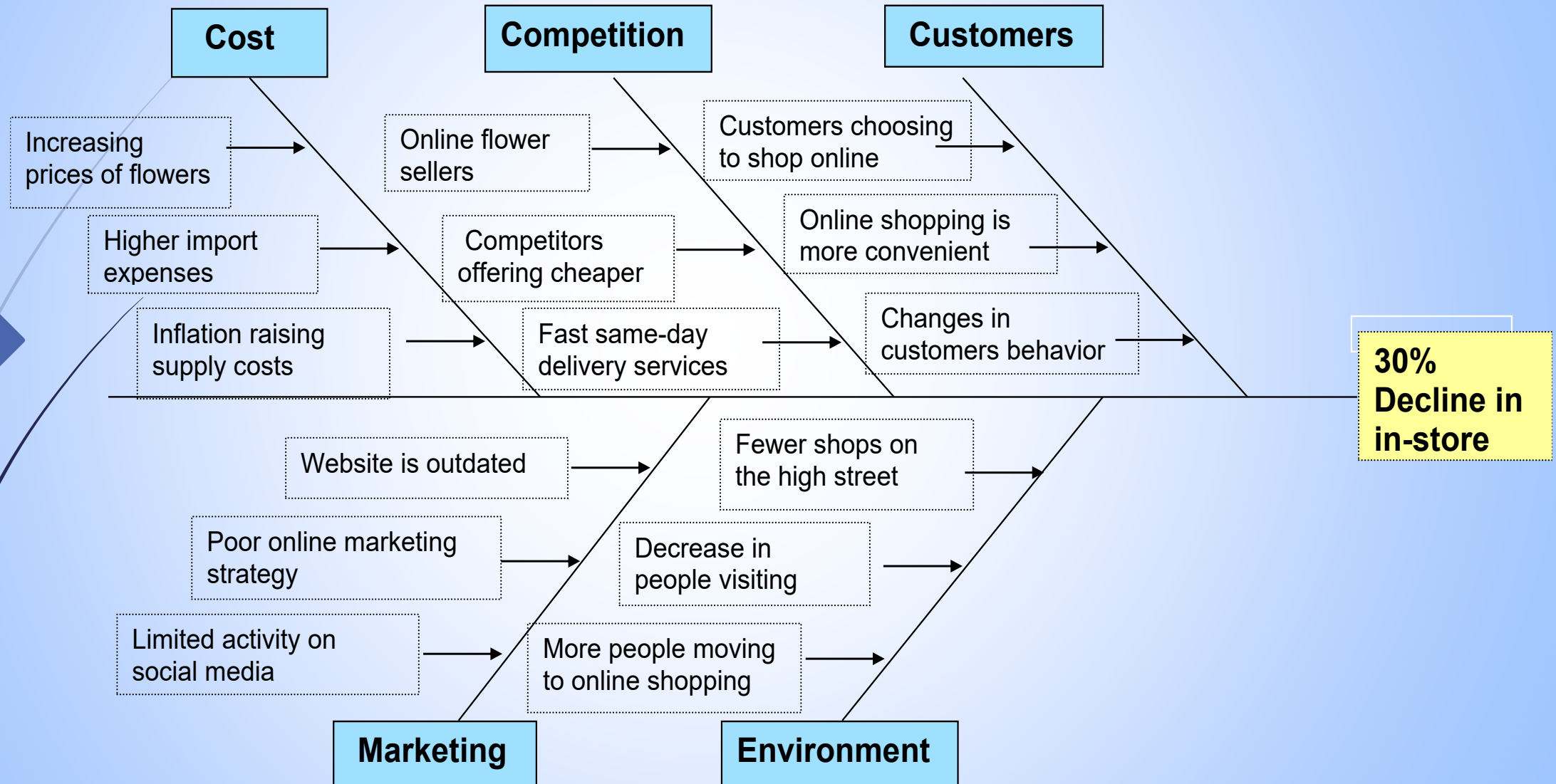
## ➤ LEGAL

- The Business should follow rules of policy, and safety law.
- Data protection laws can affect consumers insights that are stored online.

## ➤ ENVIRONMENTAL

- The shop navigates eco-friendly packaging, which rises costs.
- Weather and climate change can affect flower supply.

# Cause and effect analysis: Fishbone diagram



# Conclusion

30% decline in in-store sales at Green Haven Florists

Strong competition and rising costs affecting the business

Customers prefer convenient and affordable online shopping

Website arduous to navigate and marketing is weak.

Business needs stronger online presence and marketing strategy.

# References

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**Thank  
You  
For  
Listening!**

**Do you  
have any  
question?**

