

MODULE NAME: Problem solving and
Decision making

MODULE CODE: LCLM4004

STUDENT NAME: Ana Langa

STUDENT ID: 2442049

LECTURER: Charles Oham

Assignment 1: Presentation



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Introduction

DROP IN SALES- "decrease in the amount sold or revenue generated between two periods" (calculator ultra, 2025)

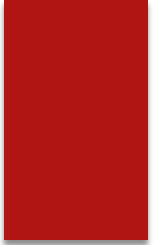
Green haven florists, a long-standing local flower shop, has recently faced major challenges in adapting to changing retail trends. Over the past year, the business has experienced a 30% decline in in-store sales due to reduced foot traffic, rising costs, and increased competition from online retailers. Although online orders have grown slightly, they have not offset the loss of traditional customers.

Rising inflation, supply chain issues, and the cost of sustainable materials have further strained operations, while an outdated website and limited digital marketing have weakened competitiveness. With new rivals entering the market, green haven florists must now modernise its approach, strengthen its online presence, and develop strategies for long-term growth and sustainability.

Company background

Green Haven Florists

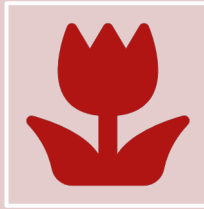
- **Founded in 2016, independent flower shop in Norwich, England.**
- **Owners: Liam and Pryia.**
- **Sells Flowers.**
- **strong community ties.**



What-	Green Haven Florists is experiencing a 30% decline in in-store sales and struggling to compete with online flower retailers and new local competitors.
Why-	The decline is caused by reduced foot traffic, closure of nearby businesses, a shift to online shopping, rising costs, and outdated digital marketing and website.
Where-	The business operates from a high street location that has lost activity due to nearby shop closures and changing consumer habits.
When-	The challenges have occurred within the past 12 months, reflecting recent market and economic changes.
Who-	The business is managed by Liam and Priya, who face difficulties adapting to digital marketing and modern retail competition. Customers now prefer online retailers offering convenience and discounts.
How-	The business currently relies mainly on word-of-mouth marketing and limited online presence. Costs have increased due to sustainable materials and imported flower prices, while sales have fallen.
How Much-	There has been an estimated 30% drop in in-store revenue. Rising costs of supplies and sustainability initiatives have further reduced profit margins.

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists



POLITICAL: IMPORT REGULATIONS AND POST-BREXIT TRADE POLICIES MAY AFFECT THE AVAILABILITY AND COST OF IMPORTED FLOWERS (SUCH AS ORCHIDS AND TULIPS). - LOCAL GOVERNMENT INITIATIVES THAT PROMOTE SMALL BUSINESSES OR SUSTAINABLE RETAIL PRACTICES COULD PROVIDE SUPPORT OR FUNDING OPPORTUNITIES.



ECONOMIC: RISING INFLATION AND SUPPLY CHAIN DISRUPTIONS HAVE INCREASED THE COST OF FLOWERS AND PACKAGING MATERIALS. - THE DECLINE IN HIGH STREET ACTIVITY HAS REDUCED CUSTOMER SPENDING IN PHYSICAL STORES. - INCREASED COMPETITION FROM LARGE ONLINE RETAILERS WITH LOWER PRICES IS AFFECTING PROFITABILITY.



SOCIAL: CONSUMERS INCREASINGLY VALUE CONVENIENCE, ONLINE SHOPPING, AND SAME-DAY DELIVERY. - THERE IS GROWING AWARENESS AND DEMAND FOR SUSTAINABLY SOURCED PRODUCTS, WHICH ALIGNS WITH GREEN HAVEN'S ECO-FRIENDLY PRACTICES. - CUSTOMER LOYALTY IS SHIFTING TOWARD BRANDS WITH A STRONG DIGITAL AND SOCIAL MEDIA PRESENCE.

PESTLE ANALYSIS: Green Haven Florists



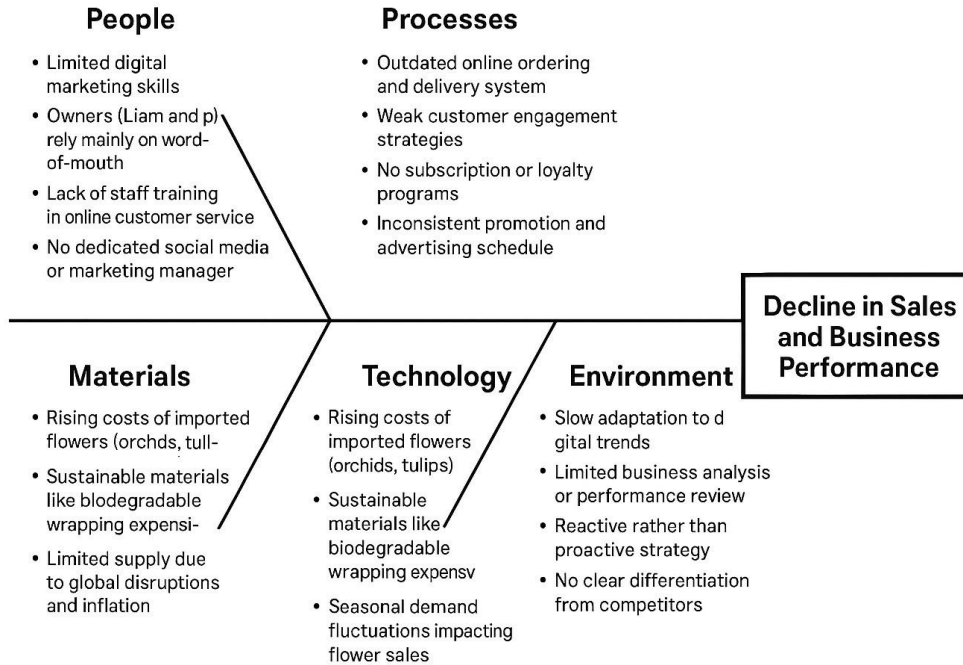
TECHNOLOGICAL: The rise of e-commerce and social media marketing has changed how customers purchase flowers. - Green Haven's outdated website and limited online presence reduce its competitiveness. - Investing in digital tools such as online booking, delivery tracking, and targeted advertising could improve performance.



LEGAL: The business must comply with consumer protection and data privacy laws for online transactions. - Employment regulations and fair wage requirements may impact staff costs. - Environmental packaging standards could increase costs but enhance reputation.



ENVIRONMENTAL: The shop's commitment to biodegradable wrapping and locally sourced blooms supports sustainability but raises expenses. - Weather conditions and global climate change affect flower supply and pricing. - There is an opportunity to promote its eco-friendly image as a competitive advantage.



Cause and effect analysis: Fishbone diagram

Conclusion

Green haven florists is facing a challenging period marked by declining in-store sales, rising costs, and increasing competition from digital-first retailers. While the business remains valued for its creativity and commitment to sustainability, it must adapt to new consumer expectations and market trends. Strengthening its online presence, modernizing operations, and implementing effective digital marketing strategies are crucial for restoring competitiveness. By embracing innovation and maintaining its eco-friendly values, green haven florists can reposition itself for long-term success and regain customer loyalty in a rapidly changing retail environment.





References

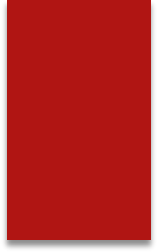
Calculator ultra (2025) find more calculator available at: [drop in sales calculator & formula online calculator ultra](#) (accessed: 6 october 2025).

https://assets.Publishing.Service.Gov.Uk/media/5a81b94fe5274a2e8ab55843/tool_3.Pdf

<https://www.Superengineer.Net/blog/tools-5w2h>

<https://focus.Admin.Ox.Ac.Uk/files/fishbonecauseandeffectpdf>

Information was also studied from the class power point slides (weeks 2,3,4).



Thank
You

Questions