

Module Title: Problem Solving and Decision Making

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Introduction

This report talks about the problems that Green haven florists a small independent business in Norwich, is having right now. This reports goal is to look at the main problems that are hurting the company's performance and to suggest ways to boost sales both in-store and online. Many businesses in today's retail world have to change how they are doing things because of how customers are changing, especially how they buy things online. Because of this, this report will look at how these changes are affecting Green haven Florist and suggest practical ways to help the business become more competitive and long lasting.

Brief Explanation of the Specific Business Problem

Green Haven Florist is a small, indepent flower shop that is known for making custom arrangements and using eco-friendly methods. But in the last year, the business has seen a clear drop in performance, especially in sales in the store. One of the main reasons for this problem is that people are changing how they shop. More people are buying flowers online because it's easier, cheaper and faster to get them. Because of this, the number of people who walk into store has dropped a lot. The business is also dealing with rising operational costs, such as higher prices for fresh flowers and eco-friendly packaging materials. These rising costs are hurting profit margins and making it harder for the business to stay competitive. Also, Green Haven Florists doesn't have a strong online presence,because its website is out of date and it doesn't use social media much, which makes it harder for them to get and keep modern customers.In general the combination of falling in-store sales,rising costs, and weak online engagment has made things difficult for the buisness.Which could threaten its long term viability.

Suggested Two Alternative Solutions

Solution A:

- PMI analysis for solution A

Plus	Minus	Interesting
Increase online sales and reach wider audiences	Limited to local customers only	Could position the shop as a community hub
Allows customers to order anytime	Events and workshops require time and resources	Opportunities for partnership(weddings and event)
Strengthens brand awareness through social media	May not significantly increase overall sales volume	May attract niche markets interested in experiances
Creates opportunity for subscription based idea		
Improves customer convivence by offering flexible delivery options		

The PMI analyse highlights that investing in a stronger digital presence offers several important advantages for Green Haven Florist. The main benefit is the ability to reach wider audience and increase sales through online platform, which directly addresses the current decline in in-store sales customers. It also improves convince for customers, making it easier for them to browse and purchase products at any time. Although there are some drawbacks, such as the initial cost and the need for staff training, these are short term challenges that can be managed. Overall, the long term benefits of increased visibility and revenue growth make this solution a strong and sustainable option for the business.

Solution B

plus	minus	Interesting
Builds stronger relationships with customers	Limited to local customers only	Could position the shop as community hub

Creates a unique experience competitors may not offer	May not significantly increase overall sales volume	Opportunities for partnership
Encourages repeat business through loyalty schemes	Events and workshops require time and resources	May attract niche markets interested in experiences
	Higher operating costs due to running events, workshops, and staffing	
	Results may take longer to show compared to online strategies	

The PMI analysis for making the in-store experience better shows that this method has many advantages, especially when it comes to building stronger relationships with customers. Green Haven Florist can make the experience more fun and memorable by offering workshops, personalized services, and loyalty programs. This may make people want to come back. This could help the brand grow stronger and make customers more loyal over time. But this method also has some clear limits. These changes might only affect local customers and not significantly boost overall sales, especially when compared to how many people can see them online. Also, putting together events and workshops takes time people and money which could put even more stress on the business in general this solution could make things better. But it might not fully solve the main problem of falling sales in a market that is getting more competitive and digital.

Justification for Selected Solution

The evaluation shows that the digital transformation approach is the best option for Green Haven Florists. This is because it directly solves the problem of falling in-store sales by letting the business reach more people online. Even though the in-store experience could make customers more loyal, it doesn't completely fix the problem of fewer customers coming in or competition from online stores. Digital transformation does require some upfront costs and training for employees, but these problems are worth it because they can lead to more sales, better visibility, and long-term growth. So, focusing on digital growth is a better and more long-term solution for the business.

Risk Analysis of the Selected Solution

Green Haven Florists needs to think about a few risks even though digital transformation has a lot of benefits. One big risk is the money you have to spend up front to build and keep up a professional website and online ordering system. There is also a chance that employees won't have the digital skills they need, which could make the process take longer. The business will also have a hard time standing out because it will have to compete with well-known online florists. Problems with technology, like website errors or delivery issues, could also make the customer experience worse. These risks show how important it is to plan carefully and keep an eye on things when using this solution.

Plan to Implement the Selected Solution

N toward To ensure efficacy and avoid business interruption, the digital transformation strategy should be implemented in a staged and organised manner. Green Heaven Florist should concentrate on creating a cutting-edge user-friendly website in the first phase. This would entail employing a web developer or utilising an internet platform to build a website that enables clients to peruse merchandise, place to purchase, and chose delivery methods. Within the first one to two months, this step should be finished. Building a more robust online presence on social media sites like Facebook and Instagram would be the second phase. To raise brand awareness and draw in new clients, regular posting, promotions, and customer interaction should be given top priority. In order to properly handle online orders and digital communication, staff members might also need some basic training. The company should add more features like variable delivery choices and subscriptions services in the last phase. These features can increase client convience and produce steady revenue. Staff members should share responsibilities, with distinct roles designated for social media participation, order processing, and website management. This staged method

facilitates a seamless transition toward a more digitally focused company model. Guarantees that each step is achievable, and gives opportunity for modifications.

Means of Measuring Effectiveness of Implementation of Selected Solution

To measure the effectiveness of the digital transformation strategy, Green Haven Florist should use a range of key performance indicators (KPIs). One of the most important KPIs is online sales revenue, as this directly reflects whether the new digital strategy is increasing income. Website traffic is another useful indicator; it shows how many customers are visiting the site and engaging with the business. Additionally, social media engagement, including likes, shares, and followers growth, can be used to measure the success of online marketing efforts. A suitable SMART objective would be to increase online sales by 25% within six months of implementing the new website and digital strategy. This objective is specific, measurable, achievable, relevant to the business problem, and time bound. The business could also aim to increase the website traffic by 30% and social media engagement by 20% within the same timeframe. By monitoring the KPIs regularly, the business can evaluate its performance and make necessary adjustments to improve results. This ensures that the strategy remains effective and aligned with business goals.

Conclusion:

In conclusion, Green Haven Florist is currently facing significant challenges due to declining in-store sales, rising operational costs, and increasing competition from online retailers. The analysis of the business problem highlighted the need for the company to adapt to changing customer behaviour and strengthen its position within a more digital marketplace. Two potential solutions were considered, including improving the in-store experience and investing in digital technologies. Based on evaluation, the digital approach was identified as the most effective solution, as it directly addresses the issue of limited reach and provides greater opportunities for growth. Although there are some risks involved, these were found to be manageable and outweighed by the potential long-term benefits. The implementation plan provides a structured approach

to introducing these changes, supported by clear KPIs and SMART objectives to monitor progress. overall, the report demonstrates that by adopting a more digitally focused strategy, Green Haven Florist can improve its competitiveness, increase sales, and ensure long term sustainability.

Key Findings

This reports identified several key findings in relation to the challenge faced by Green Haven Florist. Firstly, the decline in in-store sales is mainly due to changing customer behaviour, with more people choosing to shop online for convince and competitive pricing. Secondly, the business limited digital presence has reduced its ability to attract new customers and compete effectively within the market. Another key finding is that while improving the in-store experience could strengthen customer relationship, it does not fully address the issue of reduced foot traffic. In contrast, investing in digital transformation provides greater opportunities for growth by expanding the business reach and increasing accessibility for customers. additionally, although this approach involves some risks, such as initial costs and staff training, these risks are manageable and out weighted by the long term benefits. Overall, the most important finding is that adapting to digital trends is essential for the survival and future success of the business in an increasingly competitive retail environment

Reference List

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The Key Performance Indicator is:

Specific	Measurable	Attainable	Relevant	Time-Bound

Increase online sales through the new website and digital stratgery	Target:25% increase in online sales . Measured using monthly sales reports.	Achievable through improved website, social media marketing, and delivery options	Directly adress the decline in-store sales and need for digital growth.	To be achieved within 6 months of implemention.
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