

COMONENT 2 – report

Maryam Hussain

2421319

LCLM4006

Brief explanation of specific problem (green haven florist).

Green haven florist is a small family run flower shop that has recently experienced a significant decline in sales. Despite having long standing presence in the local community, the business is facing increasing competitive and operational pressures that are affecting profitability. The main problem is a substantial reduction in customer footfall and overall sales, which has placed the business in a vulnerable financial position.

Several factors contribute to the decline. Firstly, consumer behaviour has shifted, with more customers purchasing flowers online through larger digital retailers that offer convenience, fast delivery, and competitive pricing. Green haven florist currently lacks a strong online presence, and their existing website is outdated, difficult to navigate and does not support online ordering effectively.

Secondly, the business faces intensifying competition from supermarkets, online flower companies, and nearby independent florists. Competitors offer boarder product ranges Morden marketing, and attractive pricing, making it challenging for green haven to retain market share.

Initially the business struggles with limited marketing, inefficient stock management, and lack of digital skills, which restricts their ability to adapt to changing marketing trends

Two alternative solutions-

Solution 1 - develop Morden website with online ordering and delivery service

This solution involves upgrading the current website into a fully functional platform. The new site would allow customers to browse products, place orders online, customise bouquets, and choose delivery or click and collect options. Integrating features such as secure payment systems, customer reviews, and real-life stock updates would improve customer experience and convenience.

A professional website supported by basic digital marketing such as social media promotion and google business updates would significantly increase the business online visibility. With consumers trends moving towards online purchasing, this solution would allow green haven florists to reach a wider customer base and compete more effectively with supermarkets and online florist.

Solution 2 – introduce in store experiences and local partnership to increase footfall

This second solution focuses on strengthening green haven florists' physical presence the business could introduce new in store experiences such as bouquet marketing workshops, seasonal events, and loyalty programs these activities create added value, encourage repeat visits, and build customer relationships.

Additionally, forming partnerships with local business such as wedding venues, cafes funeral homes, and event planners would generate consistent orders and diversity income. Green haven could supply floral arrangements for events.

Both solutions offer realistic. Opportunities to restore sales. The first focuses on digital growth, while the second strengthens community presence and in store performance.

Justification for the selected solution -

After evaluating both proposed solutions, the most suitable and sustainable option for green haven florists is solution 1 – developing a Morden website with online ordering and delivery services. This solution directly addresses the key issues identified in the case study, including reduced footfall, increasing competition from online retailers, and changing consumer behaviour.

Firstly, the case study highlights that green haven florist has experienced a 30% decline in in- store sales while consumers increasingly prefer the convenience of shopping online. A fully functional platform would allow the business to meet this shift in consumer expectations by offering easy ordering, product customisation, and flexible delivery options.

Secondly green havens current website is outdated, difficult to navigate, lacks online ordering features. Improving the online presence would help the business reach new audiences beyond local walk-in customers. Integrated social media marketing, and online promotions would increase visibility and attract younger, tech-oriented customers.

Moreover, a digital platform provides data driven insights, allowing the owners to monitor customer preferences, track sales patterns, and tailor marketing campaigns more effectively this creates opportunities for subscription services, seasonal promotions, and personalised recommendations, supporting long term customer loyalty

Finally, this solution is more cost effective compared to in store events and partnerships while workshops collaborations are vulnerable, they do not fully address the fundamental issue of declining foot traffic.

Risk Analysis of the Selected Solution

While developing a modern e-commerce website provides significant opportunities for growth, there are several risks associated with this solution that Green Haven Florists must consider. Understanding these risks will help the business plan effective mitigation strategies and ensure successful implementation.

1. Financial Risk - Creating a fully functional e-commerce site requires investment in web development, secure payment systems, digital marketing, and staff training. As Green Haven is already facing declining sales, there is a risk that the business may struggle to fund these initial costs. If the online platform does not generate increased sales quickly, cash flow pressures could worsen.

2. Technical and Operational Risk - The owners have limited experience in digital operations and may find it challenging to manage website maintenance, online orders, and delivery

organization. Technical issues, such as website downtime, slow loading, or payment errors, could negatively affect customer satisfaction and lead to lost sale

3. Competitive Risk - Green Haven will be entering a highly competitive online flower market dominated by national chains offering aggressive pricing and same-day delivery. If the business cannot differentiate itself effectively, through product quality, sustainability, or customer service it may struggle to compete digitally.

4. Cybersecurity and Data Protection Risk - An e-commerce platform requires handling customer data, including personal details and payment information. This introduces the risk of cyberattacks, data breaches, or non-compliance with GDPR regulations, which could damage the business's reputation and result in legal consequences.

Although these risks are significant, they can be effectively managed through careful planning, professional web support, and phased implementation. The potential long-term benefits outweigh the risks, making this solution viable and strategically valuable.

Plan to Implement the Selected Solution

To ensure the successful development and launch of an e-commerce website for Green Haven Florists, a clear and structured implementation plan is required. The plan below outlines the key steps, timescales, and responsibilities needed to execute the solution effectively.

1. **Conduct Initial Assessment** - The owners should begin by reviewing their current website, identifying essential features such as online ordering, delivery scheduling, product catalogue, and secure payments. A budget should also be set based on the business's financial capacity.

2. **Hire a Professional Web Developer**

To ensure high-quality functionality, Green Haven should consult a local or freelance web developer experienced in e-commerce platforms. The developer will design the website layout, improve branding, create product pages, and integrate secure payment systems.

3. Create and Upload Product Content

The business will need high-quality images and descriptions for bouquets, plants, and gift items. Prices, delivery options, and stock information must be accurate and updated. Seasonal collections can also be prepared to increase customer engagement.

4. Test the Website and Order System

Before launching, the website should be tested for loading speed, mobile compatibility, secure payments, and order processing. Any bugs or errors must be fixed to ensure a smooth customer experience.

5. Launch the Website and Promote Online

Once the website is ready, Green Haven should promote the launch through social media, Google Business updates, email newsletters, and local advertising. A promotional discount can attract new customers.

6. Monitor Performance and Adjust

After launch, the business should regularly review analytics, track sales growth, analyse customer behaviour, and optimise digital marketing strategies. Continuous updates will keep the website competitive and user-friendly.

Methods of Measuring the Effectiveness of the Implementation

To determine whether the development of an e-commerce website has successfully improved business performance at Green Haven Florists, several measurement methods should be used. These methods will help the owners track progress, identify weaknesses, and make informed decisions for future improvements.

1. Sales Performance Metrics

The primary indicator of success will be an increase in overall sales, particularly online orders. The business can monitor:

Total monthly sales before and after implementation

Number of online transactions

Average order value

Seasonal peaks and promotional impact

Comparing this data over time will show whether the online platform is generating sustainable revenue.

2. Website Analytics

Using tools such as Google Analytics, Green Haven can track website performance indicators including:

Website traffic (number of visitors)

Bounce rate

Conversion rate (visitors who complete a purchase)

Time spent on site and most-viewed products

These measurements will reveal how effectively customers are engaging with the website.

3. Customer Feedback and Satisfaction

Customer reviews, surveys, and social media comments can be used to assess satisfaction with the online ordering experience. Positive feedback, repeat purchases, and loyalty programme sign-ups indicate successful user experience and customer retention.

4. Delivery and Operational Efficiency

The business should track order accuracy, delivery times, and any customer complaints related to the online system. Fewer errors and smooth operations show that the new process is functioning effectively.

5. Return on Investment (ROI)

Finally, comparing the cost of building the website to the financial gains from increased online sales will allow the business to evaluate whether the project was cost-effective.

Conclusion

In conclusion, Green Haven Florists is facing significant challenges due to declining sales, increasing competition, and limited online presence. Through careful analysis of the internal and external factors affecting the business, modernising operations is essential to remain competitive in a rapidly changing retail environment. The evaluation of the case study and the application of tools such as PESTLE and the 5W2H model identified that the root cause of the sales decline is the lack of a functional and attractive digital platform. Among the two proposed solutions, the development of a modern website with online ordering and delivery services was identified as the most effective option. This solution directly addresses consumer behaviour trends, expands market reach, and provides long-term opportunities for growth. Although there are financial, technical, and operational risks involved, these can be managed through careful planning and professional support. The implementation plan and measurement methods outlined in the report provide a practical roadmap for successful execution. If delivered effectively, the e-commerce platform has the potential to increase visibility, improve customer experience, and restore profitability. Overall, this solution supports sustainable business growth and positions Green Haven Florists for future success.

REFERENCES

FSB (2023) Small Business Index. Federation of Small Businesses. Available at: <https://www.fsb.org.uk> (Accessed: [insert date]).

Google (2022) Consumer Search Behaviour Insights. Think with Google. Available at: <https://www.thinkwithgoogle.com> (Accessed: [insert date]).

IBISWorld (2023) Florists in the UK – Market Research Report. Available at: <https://www.ibisworld.com> (Accessed: [insert date]).

MindTools (2024) 5W2H Problem Solving Method. Available at: <https://www.mindtools.com> (Accessed: [insert date]).

Statista (2023) E-commerce share of retail sales worldwide. Available at: <https://www.statista.com> (Accessed: [insert date]).

