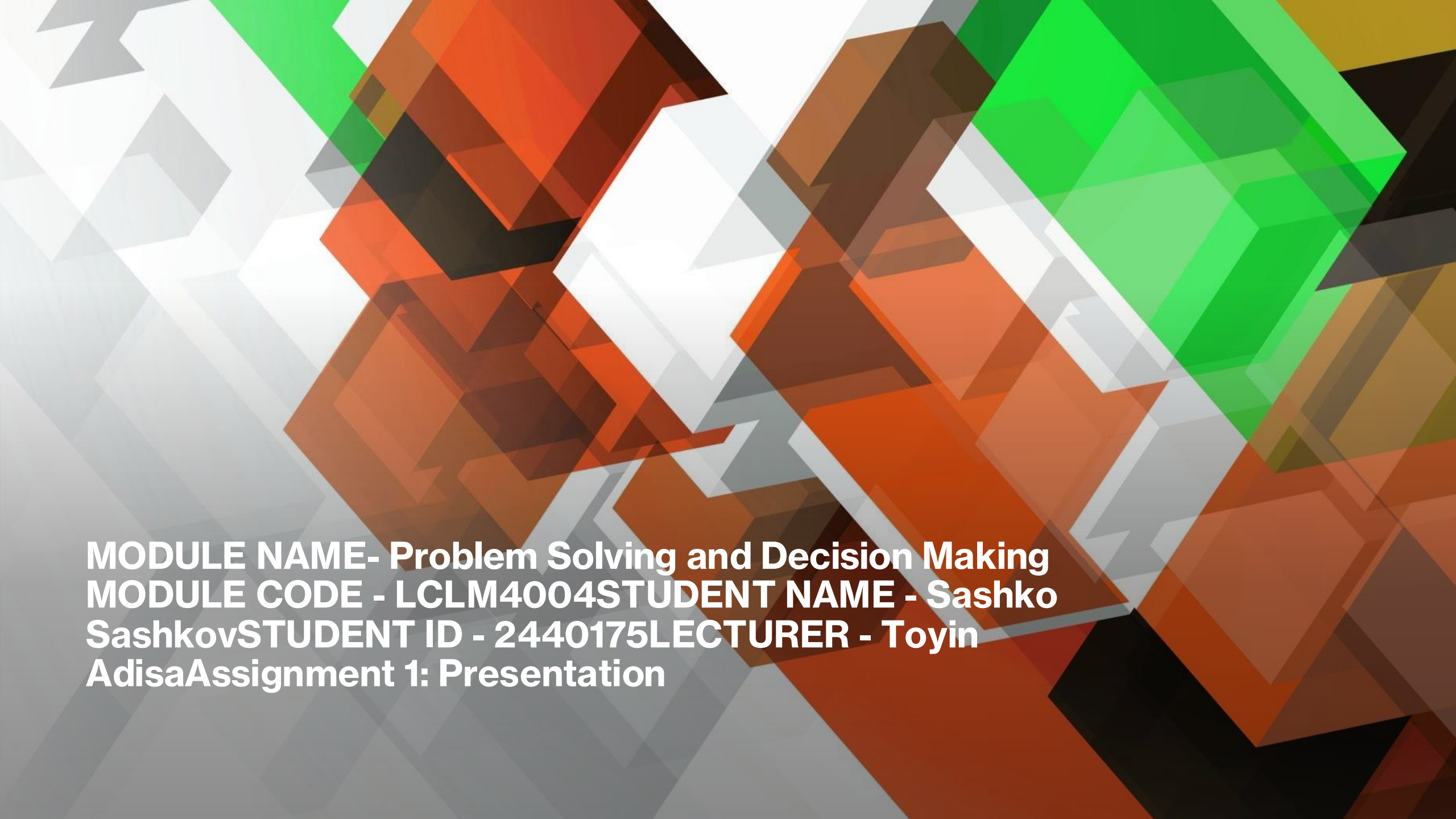




MODULE NAME- Problem Solving and Decision Making
MODULE CODE - LCLM4004STUDENT NAME - Sashko
SashkovSTUDENT ID - 2440175LECTURER - Toyin
AdisaAssignment 1: Presentation

Introduction



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



Presentation on the Green Haven



Florists business case



- Analysis of the main challenges and external environment



Tools used: 5W2H, PESTLE



Cause-Effect

Company background

- Green Haven Florists
- • Founded in....
- 2016
- Owners: Liam & Priya PatelSells ...strong community ties
- Add more information from the case study
- Floral bouquets and bespoke arrangements
- Wedding flowers and corporate event services
- Eco-friendly packaging and locally sourced bloomsStrong community ties
- Personal customer service
- Sustainable and
- environmentally conscious approach

Problem: nature and scope

- 5W2H
- Who: Liam and Priya Patel
- What:
- Where:....
- HOW:
- Ineffective marketing strategy
- Lack of modern digital featuresHOW MUCH:
- 30% revenue drop
- Higher operating costs
- 30% decline in in-store sales
- Higher costs for flowers and sustainable materials
- Outdated website and limited digital marketing
- Customers shifting to cheaper online competitors
- Norwich, UK - on a high street with reduced activityWHEN:
- The decline has intensified over the last 12 monthsWHY:
- Consumers moving towards
- online shopping
- Inflation and supply chain disruption increasing costs
- Competitors offering
- strong online presence and lower prices
- Customer feedback:
- outdated website, limited delivery options and no subscription service

PESTLE ANALYSIS: Green Haven Florists

- ECONOMIC:
- POLITICAL
- 2 ideas for each factor
- Inflation increasing the cost of fresh flowers and materials
- Reduced customer
- ECONOMIC
- spending power pushing buyers towards cheaper alternatives
- SOCIAL
- POLITICAL (2 points):
- Post-Brexit import rules affecting flower prices and availability
- Local government policies regarding support for small businesses
- SOCIAL:
- Shift in consumer behaviour toward online shopping and home delivery
- Growing interest in sustainability - strengthens the brand but increases costs

PESTLE ANALYSIS: Green Haven Florists

- • TECHNOLOGICAL
- • LEGAL
- ENVIRONMENTAL:
 - Higher cost of biodegradable and eco-friendly packaging
 - Climate change affecting flower availability and supply
 - chain stability
- TECHNOLOGICAL:
 - Outdated website causing poor user experience
 - Competitors using strong digital marketing and social media (e.g., Instagram)
- • ENVIRONMENTAL
- LEGAL:
 - Regulations on plant imports, storage and transportation
 - Rules on packaging, waste reduction and sustainability standards

Conclusion

Decline caused by both internal and external factors

Digital transformation is essential

Key actions:

Improve website and online ordering

Introduce flexible delivery and subscription services

Strengthen marketing and differentiation

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Thank you!

Questions?



