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Introduction

Green Haven Florists is a small, independent flower shop that has been facing challenges due to increasing competition from larger retailers and a decline in repeat customers. The purpose of this report is to identify the key problem, analyse potential solutions, and recommend the most effective way to improve the business performance and customer retention.

The report will apply decision-making tools and problem-solving techniques to provide a structured evaluation of alternative options and propose a practical action plan for the business.

Identifying the Problem and Gathering Information

Green Haven Florists has experienced a steady decline in sales and customer loyalty over the past year. Customer feedback suggests that service quality has been inconsistent and that the shop's marketing strategy has not reached a wider audience. The business also faces increased competition from online flower

delivery services, which offer convenience and competitive pricing. To fully understand the situation, the florist gathered information from customer surveys, sales data, and staff feedback, identifying training gaps and limited promotion as major contributing factors.

Alternative Solutions and Evaluation

To address the problems identified, two main solutions have been developed.

Solution 1: Improve staff training to enhance customer service quality, consistency, and satisfaction.

Solution 2: Launch a localised marketing strategy to attract new customers and increase brand awareness.

Both solutions will be evaluated using a PMI (Plus, Minus, Interesting) analysis to identify their key strengths, weaknesses, and overall suitability for Green Haven Florists.

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PMI Analysis (Plus, Minus, Interesting)

Risk Analysis

SMART Action Plan

Measuring Effectiveness

To ensure that the improvements are successful, Green Haven Florists will regularly review progress using both customer and business performance data. For staff training, effectiveness will be measured through customer feedback forms, online reviews, and repeat purchase rates. The owner will also monitor staff performance and communication to check for consistency in service quality. If customer satisfaction scores or repeat orders do not improve within three months, further refresher training will be arranged. For the localised marketing strategy, the business will track the number of new customers, sales figures, and engagement on social media platforms. Simple tools such as customer loyalty cards or discount codes can be used to see how many customers were attracted by specific promotions. The results will be reviewed every two months to see if the marketing activities are increasing local awareness and overall sales.

Conclusion

In conclusion, the challenges at Green Haven Florists mainly stem from inconsistent customer service and limited local marketing. By improving staff training and launching a focused local marketing campaign, the business can strengthen its customer relationships and attract new buyers. The training will help build staff confidence and improve service standards, leading to greater customer satisfaction and loyalty. The marketing strategy will raise awareness in the community and bring in more regular sales. Together, these solutions provide a realistic and affordable way to improve performance and secure the long-term success of the florist.

References

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