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Green Haven Florists (GHF)

Executive Summary

Green Haven Florists (GHF), established in 2016 in Norwich, UK, by Liam and Priya Petel, is an independent florist specialising in bespoke floral arrangements. The business is distinguished by its strong commitment to eco-friendly and sustainable practices, catering to both individual and corporate clients.

Business Overview

GHF is an independent flower shop offering customised, eco-conscious floral arrangements for weddings, corporate events, and daily deliveries. The company has built a reputation for high-quality, personalised service while maintaining a sustainable approach to sourcing and design.

Proposed Strategic Solutions

Solution 1: Hyper-Local Specialisation & Experiential Workshops

- Strengthen relationships within the local community
- Develop partnerships with local businesses and event planners
- Introduce in-store workshops (e.g., floral design classes) to enhance customer engagement and brand loyalty

Solution 2: E-Commerce Revamp & Digital Marketing Enhancement

- Redesign the website to improve user experience and mobile responsiveness
- Implement a robust digital marketing strategy (social media, SEO, targeted ads)
- Introduce flexible subscription services for regular customers

Evaluation of Solutions

- **Operational Efficiency:** Streamlining inventory and supply chain processes is essential to reduce costs and improve profit margins
- **Digital Transformation:** Upgrading the e-commerce platform is critical to reversing the recent 30% decline in in-store sales by capturing online demand

Recommended Strategy

A **combined approach** integrating both solutions is recommended:

1. Flexible product and service offerings
2. Improved operational efficiency
3. Website and e-commerce redesign
4. Targeted digital marketing campaigns

This integrated strategy ensures both local engagement and broader market reach.

Risk Analysis

- **Market & Competitive Risks:** Increasing competition from online florists and large retailers
- **Technological Risks:** Website failures, cybersecurity issues, or poor digital adoption
- **Environmental Risks:** Supply chain disruptions due to seasonal or climate factors
- **Operational & Financial Risks:** Rising costs and resource management challenges

Implementation Plan

- **Customer Engagement & Marketing:** Launch campaigns and workshops to build loyalty
- **Timeline:** Phased rollout of digital and operational improvements
- **Digital Transformation:** Website redesign and social media strategy execution
- **Operational Improvements:** Enhance inventory management and supplier relationships

Key Performance Indicators (KPIs)

- Strategic growth and market positioning
- Reduction in operational costs
- Increase in online revenue
- Growth in in-store foot traffic

Measuring Effectiveness

- **Financial Metrics:** Revenue growth, profit margins
- **Operational Metrics:** Efficiency improvements, order fulfillment times
- **Strategic Metrics:** Customer retention and acquisition rates

- **Sustainability Metrics:** Reduction in waste and increased use of eco-friendly materials