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Haven Florists

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Agenda

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- Visualising the Problem: Cause-and-Effect
Model
- Strategic Outcomes and Solutions

Context and Purpose



Figure 1: Florist market in the UK

(Source: Laville, 2024)

- Green Haven Florist has been situated in Norwich since 2016, with a reputation for sustainable packaging and crafting creative floral designs.
- Despite these sustainable measures, the company struggles to maintain a stable financial performance due to a decline in profitability, particularly in physical stores.

Understanding the Business Challenge

- The primary reason behind exploring the concurrent complexity with the concerned company is to navigate causes of declining physical store sales, customer engagement and operational inefficiency.
- On the other hand, due to increasing competition from other companies offering similar creative florist solutions through e-commerce platforms, customer engagement in the physical stores has concurrently reduced.

Framing the Issue through 5W2H

Element	Details	Implication
What	30% drop in in-store revenue.	Indicates weakening customer retention.
Why	Online florists offer greater convenience and lower prices.	Need for digital adaptation.
Where	Norwich High Street now has low foot traffic.	Localised demand declined.
When	Continuous downturn since mid-2024.	Ongoing structural challenge.
Who	Liam and Priya Patel, co-owners.	Leadership strain and role pressure.
How	Outdated website, weak online marketing.	Limits brand visibility.
How Much	Approx. One-third revenue loss.	Urgent need for a revitalisation plan.

Table 1: 5W2H

(Source: created based on case context)

Evaluating Results of the Challenge

- Due to a lack of customer engagement, the company suffered from declining revenue generation over the past year.
- In the digitalised era, customers, particularly Gen Z, prefer e-commerce platforms to purchase products due to the convenience that eliminates physical transportation to stores (Radyi et al., 2024).

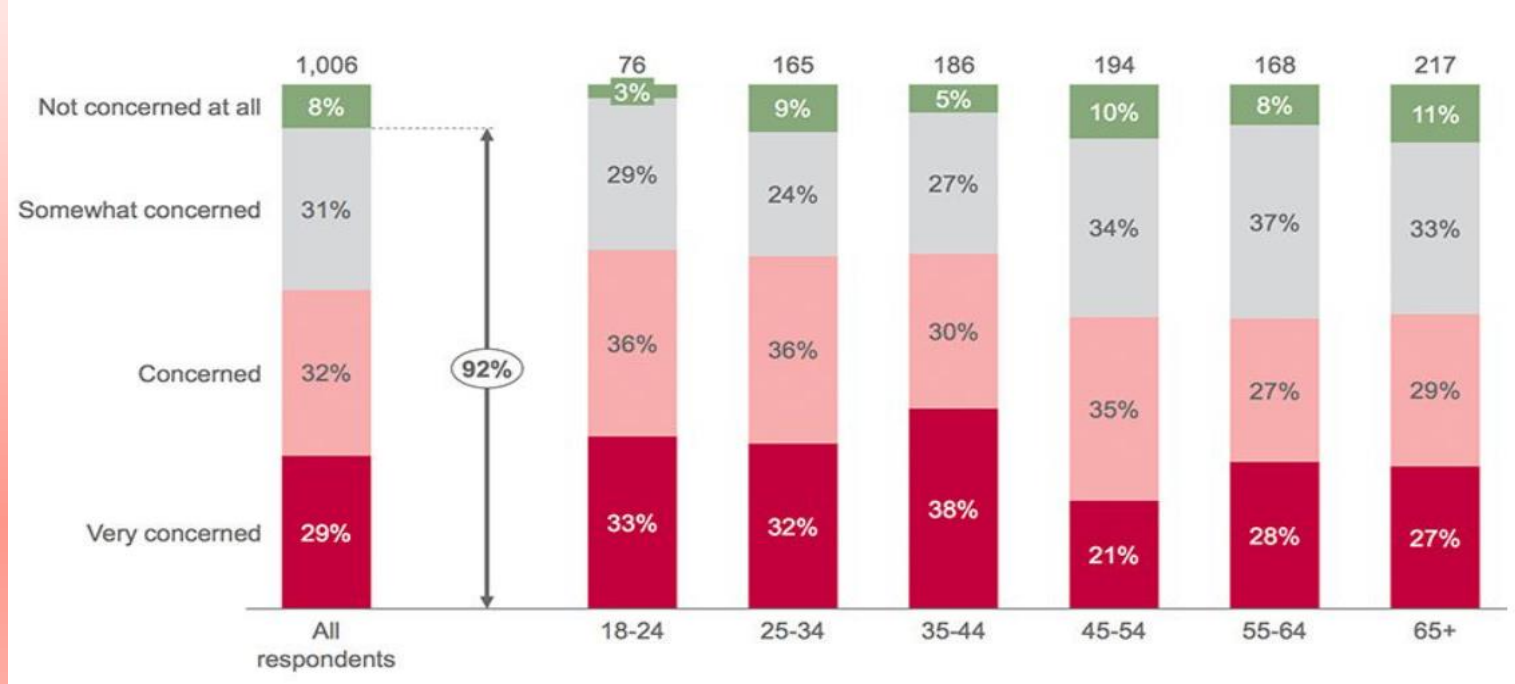


Figure 2: Conscious customers in the UK

(Source: Consultancy UK, 2022)

Strategic Lens: External Environment Evaluation



Figure 3: PESTEL framework

(Source: SpringWorks, 2021)

- The macro-level analysis can help in understanding loopholes in the operations of a company and provide direction to select appropriate strategic solutions.
- Application of PESTEL analysis helps in identifying political, social, economic, legal, technological, and environmental factors to navigate opportunities and threats (Cox, 2021).

PESTEL Review of the Floristry Sector

Factors	Description	Impact on the company
Political	- UK Small Business Rate Relief Scheme 2025 supporting SMEs with up to 50% rate discount (UK Government, 2025). - Incentives from the government can help in investing more in R&D.	Positive
Economic	- GDP in the second quarter (April to June) 2025 is 0.3% (ONS, 2025). - GDP in the first quarter (January to March) 2025 was 0.7% (ONS, 2025).	Positive
Social	- Approximately 9.7% of customers prefer eco-friendly purchases (PWC, 2024). - Tech-savvy youth are more interested in online shopping.	Negative
Technological	- In the UK, customers prefer fast and secure online delivery due to the availability of blockchain and AI (Gelder, 2023). - Online market preference over traditional in-store shopping.	Negative
Environmental	- The sustainable flower product sector generated £179 million last year (Laville, 2024). - Rise in demand for locally sourced flowers to reduce import emissions	Positive and negative
Legal	- Consumer Rights Act 2024 tightens online compliance requirements (Hobson, 2025). - Strict GDPR protects the ownership of the business and creative ideas.	Positive

Table 2: PESTEL analysis

(Source: Based on UK Government, 2025, ONS, 2025, PWC, 2024, Gelder, 2023, Laville, 2024, Hobson, 2025)

Interpreting PESTEL Outcomes

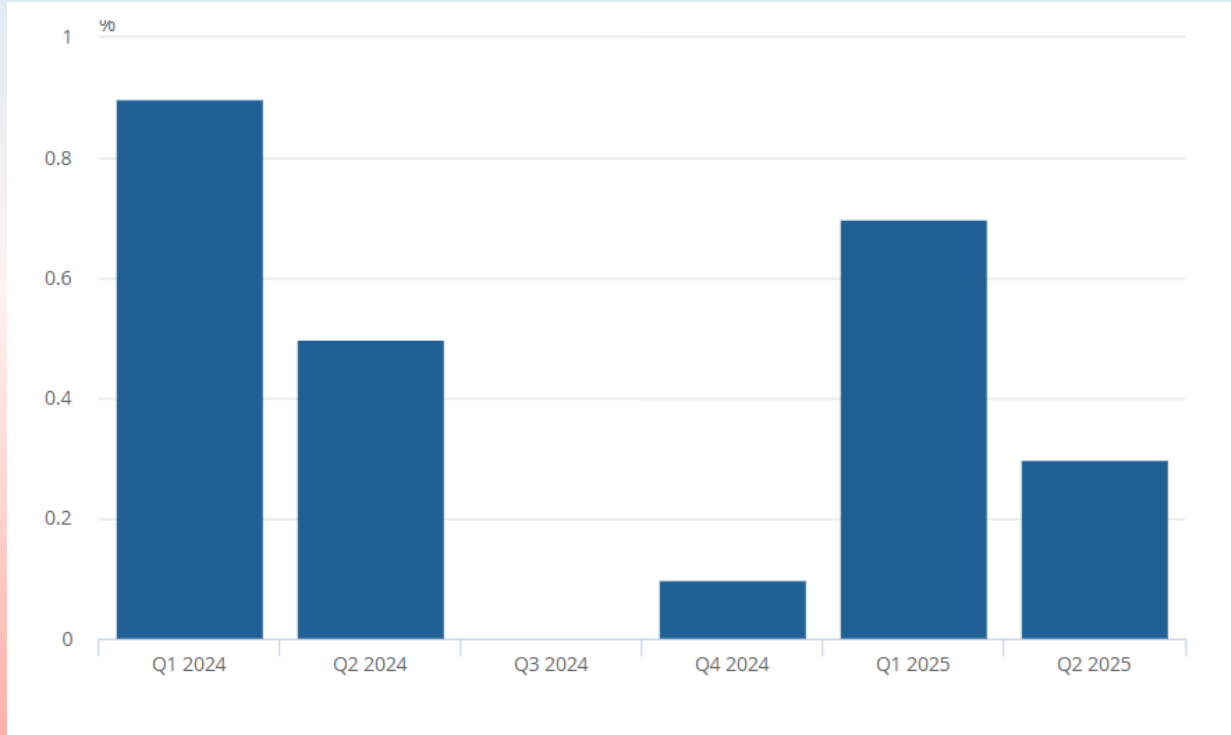


Figure 4: Fluctuating GDP in the UK

(Source: ONS, 2025)

- The low growth of the GDP constrained discretionary spending, and the growth of e-commerce is changing the channels of consumer purchases.
- Social trends to sustainability give the opportunity to differentiate the market (PWC, 2024).

Visualising the Problem: Cause-and-Effect Model

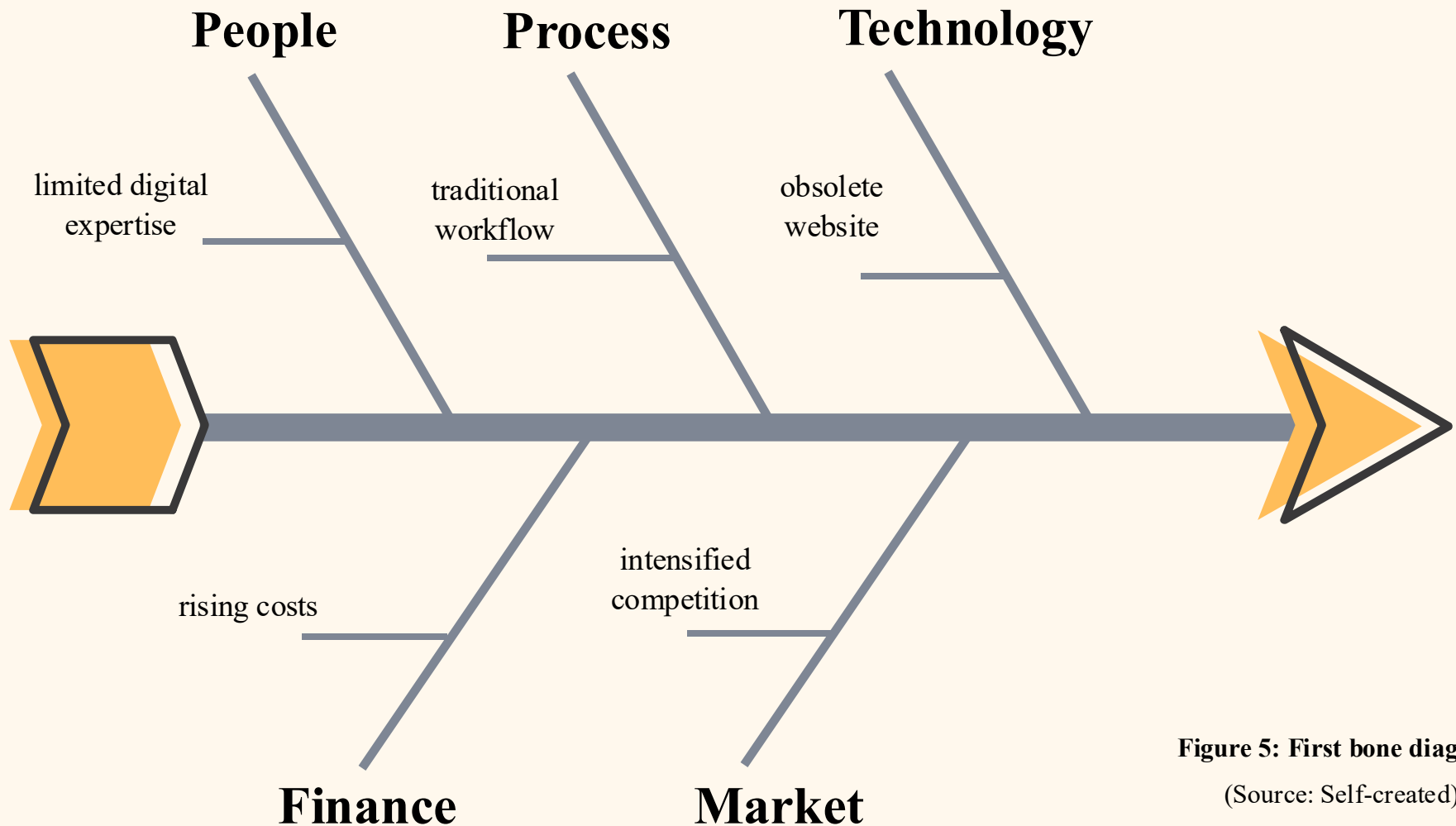


Figure 5: First bone diagram
(Source: Self-created)

Diagnosing the Root Causes

- Costs have been escalated by increasing wholesale prices of imported flowers, as well as the lack of integration of local suppliers.
- The market share has been reduced by the use of digital florists that create a strong branding.

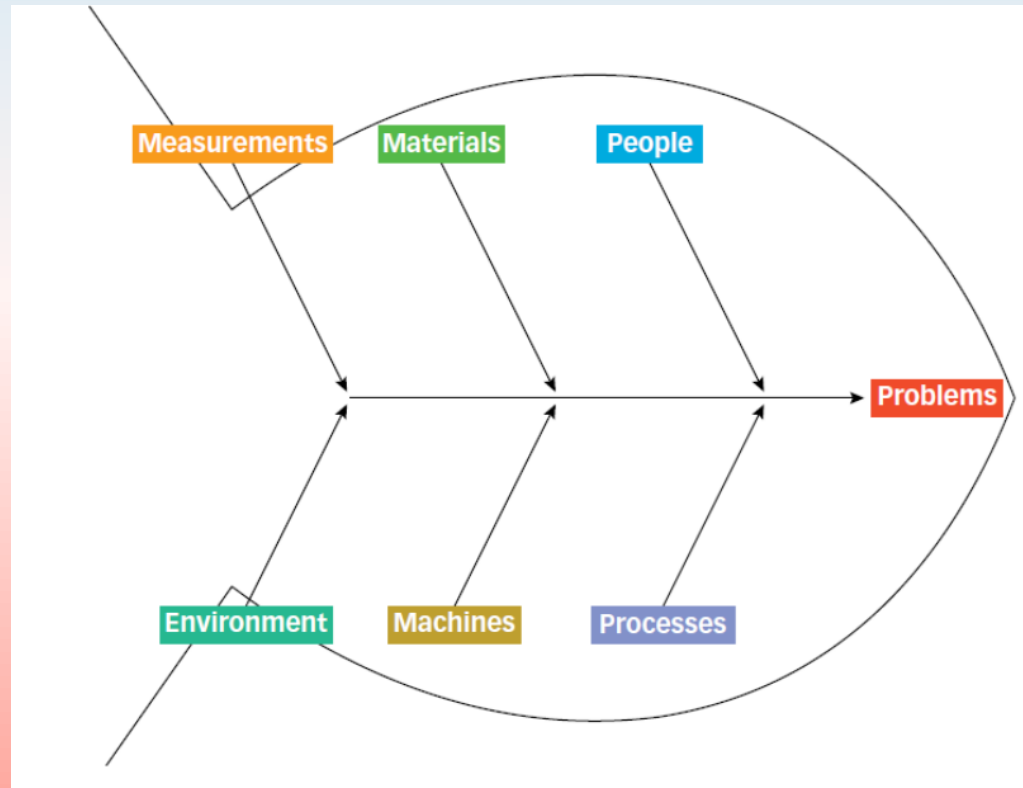


Figure 6: Cause-and-Effect Model

(Source: ASQ, 2024)

Strategic Outcomes and Solutions

- Considering the issues prevalent in the company which are restricting them from sustaining a proficient financial condition, identification of strategic solutions is important.
- Improving supplier partnerships to a diversified brand portfolio can help in strengthening digital websites to sell products (Holloway, 2025).

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