

Module Title: Problem Solving and Decision Making

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Introduction

This report is about Green Haven Florist, a small flower shop in Norwich UK and the problem it is facing, such as low sales and strong competition. The report uses tools like PESTLE analysis (which looks at external factors affecting a business) and Fishbone diagram (which shows the causes of a problem). It also reviews the website and suggests improvements to help increase sales and attract more customers.

Brief Explanation of the Specific Business Problem

- Green Haven flower shop in Norwich UK is owned by Liam and Priyal. The business sells fresh flowers, bouquets, and arrangements for daily use and special occasions. Its main problem is a 30% decline in in-store sales. This has affected the company's profitability and growth. The case study focuses on understanding why sales are falling and how the business can improve. It looks at both internal and external factors affecting performance. Tools such as PESTLE analysis and a Fishbone diagram are used to identify the causes and support decision-making for improving the business.
- Several factors contribute to the decline in sales at Green Haven Florist. Strong competition from online flower retailers and national chains offering lower prices attracts customers away. Rising costs of imported flowers and eco-friendly packing increase expenses. Changes in customer behavior with more people preferring online shopping and delivery reduce store visits. The business also has an outdated website and weak social media presence, limiting online sales. Environmental factors like reduced high street traffic and nearby shop closures also impact footfall. Together, these causes reduce customer numbers, lower sales, and affect overall business performance.

<u>plus</u>	<u>MINUS</u>	<u>INTERESTING</u>
Good quality flowers Friendly service Local reputation	Sales decline 30% High costs Strong online competition Rising cost (import, eco) Outdated website Limited online presence Less in-store foot traffic	Shift in customer behavior Increasing demand for delivery Opportunity for branding Use social media growth Potential niche (eco flowers)

Suggested Two Alternative Solutions

Solution A

- Green Haven Florist can use two main solutions to improve its sales. Solution A is to improve the website and develop online sales. The business should create a modern website, add an online ordering system, and use social media marketing to reach more customers.

PMI Analysis for solution A

Plus: it can attract more customers and increase online sales

Minus: It requires time and cost to set up and manage.

Interesting: It allows the business to reach new online markets and grow.

Justification: This solution will help solve the problem of declining sales by attracting customers who prefer online shopping. It increases convenience and improves customer experience, leading to higher sales and profit.

Solution B: is to offer delivery and subscription services. This provides regular income and makes it easier for customers to buy flowers frequently, helping the business grow and stay competitive.

GREEN HAVEN FLORIST SOLUTION A

PLUS	MINUS	INTERESTING
More customers Higher online sales Better customers access	Time to set up Cost of website Requires maintenance Staff training needed	New online market Expands in business growth Builds online presence Can use social media

Solution B

- Solution B is to introduce delivery and subscription services. Green Haven Florist can offer home delivery so customers can order flowers online and receive them at home. The business can also provide weekly or monthly subscription. Where customers get flowers, regularities improve convenience and encourage repeat buying.
- PMI Analysis:
- Plus (+): Provides regular income, increases customers convenience, and builds customers loyalty through repeat purchases.
- Minus (-): Increases delivery costs, requires more time to manage order, and may need extra staff or transport.
- Interesting (I): Can attract new customers and create long-term relationships with them.
- Justification: This solution helps solve the problem of declining sales by making it easier for customers to buy flowers. It increases repeat sales and creates

steady income, which helps the business improve profitability and remain competitive.

GREEN HAVEN FLORIST SOLUTION B

PLUS	MINUS	INTERESTING
Regular Income	Delivery cost	New customers
Repeat Sales	Time to manage	Loyal customers
More convenience	Need more resources	Long term growth

Justification for Selected

- Solution A (improving the website and online sales) is the most appropriate option for Green Haven Florist. This is because many customers now prefer online shopping, and the business currently has a weak digital presence. By improving the website and using social media, the company can reach more customers and increase sales quickly. This solution has a high impact and supports long-term growth. When using weighting criteria such as cost, impact, and ease of implementation, solution A scores higher because it directly addresses the main problem of low sales. Therefore, it is the best option to improve performance and competitiveness.

Risk Analysis of the Selected Solution

Based on the results from your Risk Analysis.

- Solution B (delivery and subscription services) has some risks. The business may face high delivery and transport costs, which can reduce profit. Managing subscriptions and deliveries may also require more time, staff, and organisation. There is a risk that not enough customers will sign up for subscription, making the service less effective. The criteria used include cost,

demand, and feasibility. Cost is important because high expenses affect profit. Demand matters because the solution depends on customers interest. Feasibility is also key, as the business must have the resources to manage delivery. These risks make solution B less suitable compared to solution A.

RISK ANALYSIS IMPLEMENT OF THE SELECTED SOLUTION

What could cause a risk?	Likelihood (1-5)	Impact (1-5)	Risk Factor = Likelihood x Impact	What can you do to reduce risk from happening?	If it happens, what can you do to minimise impact?
1-High cost of flowers packing 2-Low customers Demand for Subscriptions. 3-Lack of staff Or resources.	1-High-strong competition 2-Medium-Demand uncertain 3-Medium-cost and resource issues	1-High-lower Profit 2-Medium Fewer customer 3-High-increased cost.	1-HighxHigh=High Risk 2-MediumxHigh=Medium-High risk 3-MediumxMedium =-Medium risk	1-Control cost and set budget 2-Promote services to increase demand. 3-Train staff and improve planning.	1-Offer discount or promotion 2-Use alternative sales (phone/social media). 3-Reduce costs and adjust operations.

Plan to Implement the Selected Solution

Based on the Implementation Plan you have provided:

- The selected solution is to improve the website and online sales. The implementation will follow a clear order to ensure effectiveness and minimize disruption. First, the business will plan the website update by identifying customers' needs, such as easy navigation and online ordering. This step is important because it ensures the website meets customers' expectations.
- Next, web developers or simple website builders will be used to create a modern and user-friendly website. At the same time, product information prices and images will be updated. This stage is scheduled early because the website is the main tool for online sales.
- After the website is ready, the business will focus on social media marketing. Platforms like Instagram and Facebook will be used to promote products and attract customers. This step comes after the website update, so customers have a place to order from.
- Responsibilities will be shared; the owner will manage content and customer service, while technical work may be outsourced. This ensures tasks are completed efficiently.

PLAN	BUILD	PROMOTE	MANAGE	RESULT
Identify customer need (easy website, online orders)	Create new Website Update products & price	Use social media (Instagram, Facebook)	Owners manage content Develop supports	More Customers More sale Profit growth

Means of Measuring Effectiveness of Implementation of Selected Solution

Based on the KPI and SMART Objective table you have provided

- The effectiveness of solution A will be measured using Key Performance Indicator (KPIs) and SMART objectives such as website traffic, online sales, and customers engagement are important because they show how well the new show how well the new website and marketing are performing. For example, an increase in website visit shows that more customers are aware of the business. Higher online sales indicate that customers are using the website to make purchases. Social media engagement, such as likes and shares, shows how well marketing is reaching customers,
- SMART objectives are used to set clear targets. For example, increasing online sales by 20% in three months is specific, Measurable, achievable, relevant, and time bound. Another objective could be to increase website traffic by 30% within

six months. These objectives are realist and directly linked to the business problem of declining sales.

- These KPIs and SMART objectives are justified because they provide clear data to measure success. They help the business track progress. Make improvements and ensure the solution is effective in increasing sales and profitability.

IMPLEMENTATION PLAN SOLUTION

Plan needs - build (website)- promotion (social)- manager (owners)

Plan order → build → promote → manager

Conclusion:

Key Findings

- The report identified several important findings for Green Haven Florist. First, The Business is Facing a significant 30% decline in-store sales, which is affecting profitability. Second, strong competition from online retailers and national chains with lower prices is reducing customers numbers Third, rising costs of imported flowers and eco-friendly packaging are increasing operating customers behaviour show more people prefer online shopping and delivery rather than visiting physical stores. Fifth, the business has a weak social media presence, limiting its ability to attract online customers. These findings show that both internal and external factors are impacting the business. The lack of a strong digital presence is a key

Weakness, white competition and cost pressures are major external expenses
Fourth, changes in challenges. Overall, the findings highlight the need for
digital improvement and better cost management to support business growth.

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Kotler, P .and Armstrong, G. (2021) Principles of Marketing.18th end. Harlow:
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Morrison, J. (2020: The Global Business Environment: Towards
Sustainability?.5th end. London: Palgrave.

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Globalization. Innovation and Sustainability. 15th end. Harlow: Pearson.

To meet the requirement, you should show that academic sources are used
inside your report (in-text citations) as well as in the reference list. Example of
integration (very simple):

PESTLE analysis helps business understand external factor (Johnson, Willington
And Regner, (2020).

Marketing strategies can improve customer reach and sales (Kotler and Armstrong,2021). Understanding the business environment support decision-making (Morrison,2020).

Strategic management helps businesses respond to change (Wheelen and Hunger, 2018).

This shows at least 5 academic sources used in your content, not only listed at the end.

The Key Performance Indicator is:

Specific	Measurable	Attainable	Relevant	Time-Bound
Questionnaire: Ask customers About website use and satisfaction. Observation: Watch how customers use the website. Reviews: Check customers feedback and ratings online.	How many Qs? 20-30 questionnaires. Which days? Weekends (Saturday- Sunday). How long? 2- 4 weeks	Who is going to do it? Liam and Priya Patel will Collect data and manage it. Is it attainable? Yes, it is achievable because it uses simple methods like questionnaires and reviews.	What type of data? Customers feedback, Website use, sales data. On what? Website quality, online orders, customers Satisfaction. What's the point? To check if the solution improves sales and customer Experience.	How long will it take to collect the data? It will take 2-4 To collect the data.

