

Green Haven Florists – Strategic Presentation

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Module: Problem Solving & Decision Making (LCLM4004)

Assignment: Individual Presentation

Introduction

Hello, my name is Borzos George Lauren. I will present a strategic analysis for Green Haven Florists, focusing on challenges and solutions to improve business performance.

Company Overview

Green Haven Florists is a local business offering seasonal bouquets, event floral services, and home delivery flower subscriptions. It values sustainability, high quality, and local sourcing.

Problem Identification

- Sales drop during off-season periods
- Increasing supply costs
- Low online customer traffic and bookings

SWOT Analysis

Strengths: Local reputation, high quality flowers

Weaknesses: Limited online presence, price fluctuations

Opportunities: Subscriptions, event partnerships, collaborations

Threats: Online competitors, seasonal demand changes

Stakeholders

Owners, employees, suppliers, loyal customers, event partners.

Strategic Options

- 1) Subscription flower plans
- 2) Partnerships with cafés and venues
- 3) Seasonal promotions
- 4) Supplier contract optimization

Recommended Strategy

Launch subscription plans + create business partnerships.

This provides predictable revenue, strong customer loyalty, and broader visibility.

Implementation Plan (6 Months)

Month 1 – Subscription pilot (50 clients)

Month 2 – Review feedback & adjust service

Month 4 – Launch full program + partnerships

Month 5 – Marketing campaign & performance analysis

Risks & Mitigation

Low adoption → run pilot + offer promotions

Supply issues → flexible contracts with local providers

Conclusion

This strategy strengthens long-term growth, reduces seasonality, and increases customer loyalty.

Thank you. I am ready for questions.