

PROBLEM SOLVING AND DECISION MAKING

LCLM4004

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ASSIGNMENT 1: PRESENTATION

- Introduction
- Company background
- Problem: nature and scope
- PESTLE ANALYSIS: Green Haven Florists
- Cause and effect analysis: Fishbone diagram
- Conclusion
- References



OVERVIEW

- REVENUE : Income, especially when of a company and of a substantial nature.
(Oxford dictionary, 2011)
- Green Haven florists and the main problem
- About the company
- Identifying what issues are impacting the business –problem and scope
- Analysing macro external factors which affect the business: PESTLE
- Determining cause and effect utilizing the fish bone diagram
- Finally, closing off the presentation with a recap of findings.
- References List
- Q and A

INTRODUCTION



- Green Haven Florist, Norwhich UK- founded 2016
- Partners Liam and Priya Patel
- Quality and creative floral arrangements
- Sustainable practises
- Established community presence
- Instore customers
- Corporate clients
- Weddings

COMPANY BACKGROUND



- Where: Norwich, United Kingdom
- Who: Liam and Priya Patel
- What : Declining in store sales and increasing operational costs
- Why: Consumer shift to e-commerce convenience, rising costs of flowers, expensive sustainable materials, local competition.
- When: In the last 12 months
- How: Reduced in store activity, online/local competitor, poor digital marketing-online presence
- How Much: 30%

PROBLEM:

NATURE AND SCOPE



POLITICAL

- Customs for imported goods (including flowers) from the EU changed 1 January 2021 for uk businesss (APHA, 2025) Extra checks and paper works/certificates border control delays delivery, causing losses or damaged goods
- Visas for workers take time and money (staff shortages domestic products)

ECONOMIC

- Consumer spending behaviour has changed restricted from luxury purchases and more focused on budget cheaper options.
- Inflation has impacted domestic flower production. According to OBR forecasts UK farming inputs 30% higher in 2026 than 2020 (DEFRA,2025)

SOCIAL

- Social Trends are shifting consumer priorities. Impulsive buyers are less to shop simple and more to what is popular.
- Local Competition from bigger retailers and trendy boutique are pulling customers away from smaller independent business.

PESTLE ANALYSIS- GREEN HAVEN FLORISTS

TECHNOLOGICAL

- E-commerce convenience has grown significantly. Technological advancement allows buyers the convenience of a quick click and buy alternative.
- Digital presence is key for marketing. Without a solid strong social presence, consumers will overlook the business and have no trust in the brand where they aren't able to see consistency and updated content with a decent following.

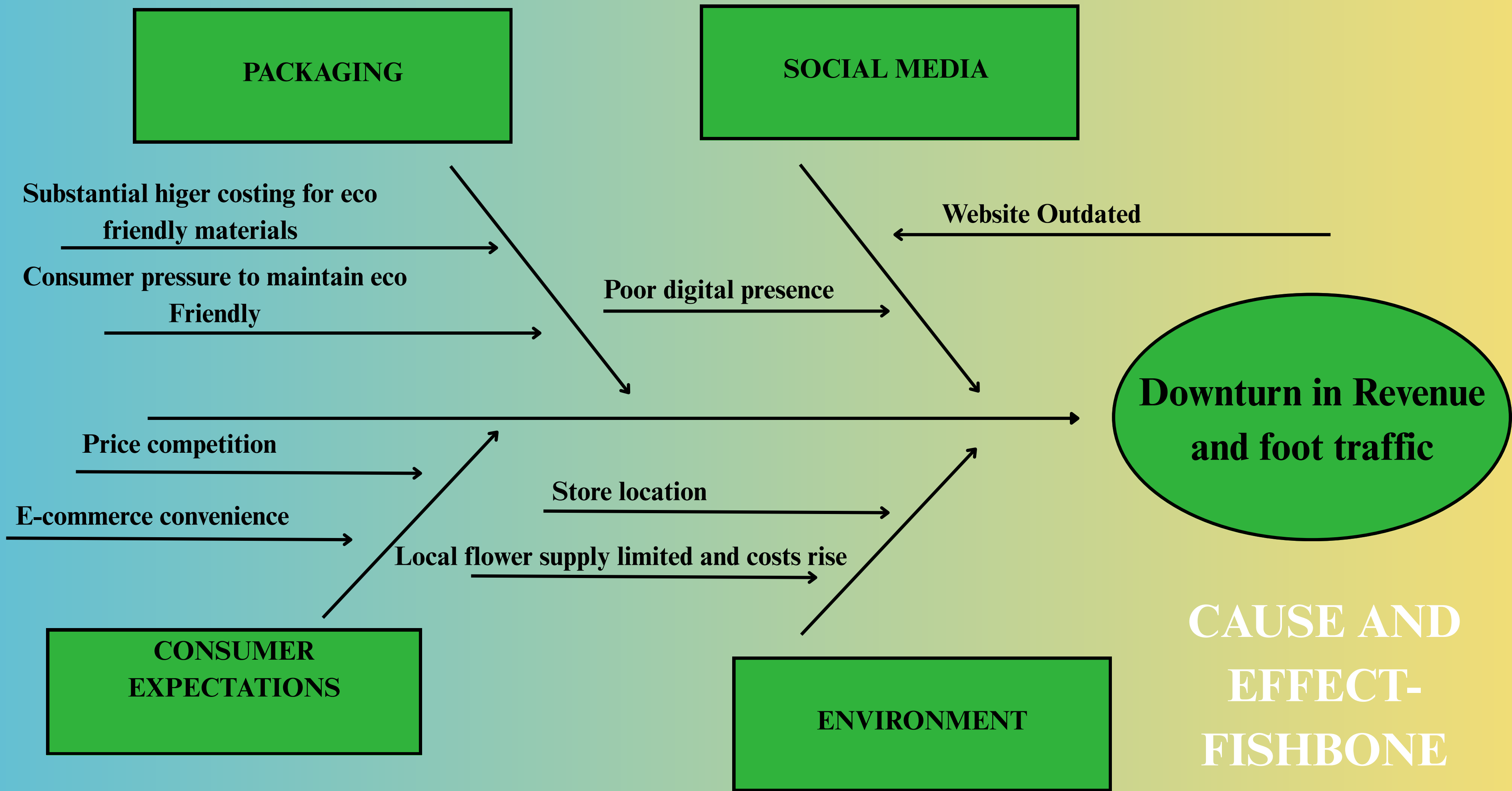
LEGAL

- Under the Consumer Rights Act 2015, flowers must be fresh and last a reasonable amount of time without wilting. Small independent business like Green Haven Florists are impacted more by customer returns or complaints.

ENVIRONMENTAL

- Climate change has shaped how businesses do business and consumers have expectations for when environmental ethos should be a priority. Sustainability trends are prevalent in campaigns against anything that has a negative impact on the environment.
- Biodegradable wrapping costs substantially higher (Food Standards Agency, 2023) than regular wrapping and local blooms are in limited supply at a higher cost.

PESTLE ANALYSIS- GREEN HAVEN FLORISTS



CAUSE AND
EFFECT-
FISHBONE
DIAGRAM

Based on the research and findings we can determine that;
Green Haven Florists has seen a significant downturn in revenue and foot traffic;

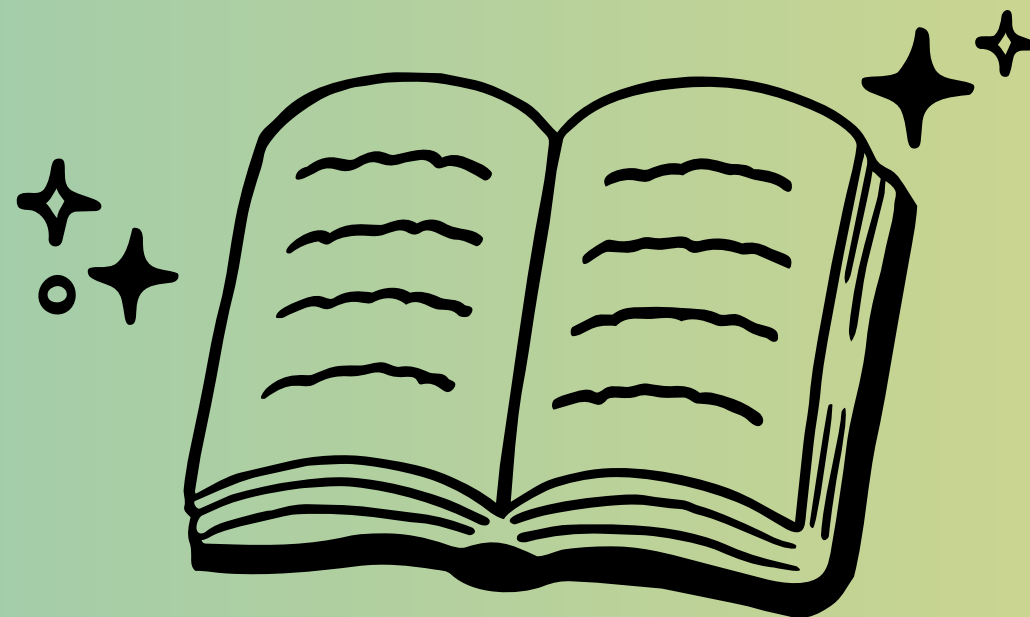
- Location (due to local business closures, local and online competition)
- Rising operational costs and the pressure to keep up with sustainable packaging.
- Weak digital presence and limited deals or offers for customers.
- Lack of convenience for customers from delivery to flower variety pricing
- Rapidly changing consumer expectations (E-commerce convenience)

According to my research, consumers are increasingly discerning and responsive to market conditions and like what is popular. The quicker and more affordable options for less the money and more product with value and efficiency.

CONCLUSION

1. Oxford English Dictionary, (2011) *Oxford English Dictionary* (12th edn) Oxford: Oxford University Press
2. Animal and plant health agency (APHA) (2025) *Importing plants and plant products into Great Britain*. London: APHA. Available at: <https://www.gov.uk/guidance/importing-plants-and-plant-products-into-great-britain> (Accessed: 15 March 2026)
3. Department for environment, food and rural affairs (DEFRA) (2025) *Farming profitability review*. London: DEFRA. Available at: <http://assets.publishing.service.gov.uk/media/694293989273c48f554cf4e5/farming-profitability-review.pdf> (Accessed: 15 March 2026)
4. Food standards agency (2023) *Alternatives to single-use Plastics in food packaging and production*. Available at: <https://www.food.gov.uk/research/alternatives-to-single-use-plastics-results> (Accessed 15 March 2026)
5. All images are sourced from Canva.com free stock images (Accessed on 15 March 2026)

REFERENCES





Q AND A?