

Green Haven Florists: Business Case Study

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Module: LCLM4004 – C1 – Oct 2025 London

Company Background



- Independent florist in Norwich, UK, founded in 2016 by Liam and Priya Patel.



- Known for bespoke arrangements, eco-friendly packaging, and strong community ties.



- Recently facing 30% decline in in-store sales due to reduced footfall, rising costs, and online competition.

Problem Identification – 5W2H Analysis

- What
 - ~30% decline in in-store sales over the past 12 months
 - Online orders increased slightly but not enough to offset losses
- Why
 - Reduced local footfall on the high street
 - Strong online competitors offering lower prices & same-day delivery
 - Rising costs of imported flowers and sustainable packaging
- Where
 - Norwich high street, now experiencing significantly less foot traffic.
- Who
 - Owners: Liam & Priya
 - Long-term customers shifting to online alternatives
- When
 - Decline mainly occurred in the last 12 months (to Oct 2025)
- How
 - Competitors using digital-first strategies: subscriptions, online deals, aggressive marketing
 - Green Haven relies heavily on word-of-mouth & occasional social media posts
- How Much
 - ~30% revenue loss in-store
 - Flower & packaging costs have risen notably since 2020 (industry data)

PESTEL

P — Political

Import regulations and post-Brexit trade costs raise flower price.

E — Economic

Inflation and cost-of-living crisis reduce discretionary spending on flowers.

S — Social

Consumers prefer convenience, digital experiences, and sustainable products.

T — Technological

Growth of e-commerce, mobile apps, and social media marketing. Outdated website = major weakness.

PESTEL – (Enviromental and Legal)

E — Environmental

- Sustainability expectations push florists to use:
- Biodegradable or recyclable packaging
- Locally sourced flowers
- These environmentally friendly choices often raise operational costs.
- Environmental responsibility can also be a competitive advantage, as customers prefer eco-conscious brands.

L — Legal

- EPR legislation (effective 2026) imposes stricter rules on packaging materials.
- Legal requirements will mandate:
 - Accountability for packaging lifecycle
 - Potential reporting or compliance procedures
- Failure to comply can result in penalties.

Cause-and-Effect (Fishbone Diagram)



MAIN PROBLEM: 30%
DROP IN IN-STORE
SALES.



- PEOPLE: LIMITED
DIGITAL SKILLS.



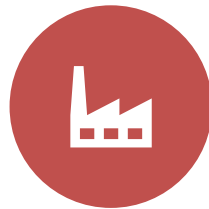
- PROCESSES: NO
DELIVERY OR
SUBSCRIPTION MODEL.



- TECHNOLOGY:
OUTDATED WEBSITE.



- MARKET: INCREASED
COMPETITION.



- SUPPLIERS: RISING
IMPORT COSTS.



- CUSTOMERS: SHIFT
TO ONLINE SHOPPING.

Root Cause Summary



1. Weak online and digital presence.



2. Rising costs from suppliers and sustainability commitments.



3. Increased local and online competition.



4. Declining high street activity.

Strategic Recommendations

Digital Transformation:

- Redesign website with e-commerce and subscription options.
- Implement SEO and social media marketing.

Product Diversification:

- Introduce monthly flower subscription boxes.
- Partner with local events for regular corporate contracts.

Operational Efficiency:

- Negotiate with local growers to reduce import dependence.
- Implement cost control for sustainable materials.

Customer Retention:

- Loyalty program or referral discounts.
- Offer click-and-collect and local delivery services.

Brand Storytelling:

- Emphasize eco-friendly, local, and bespoke services online.

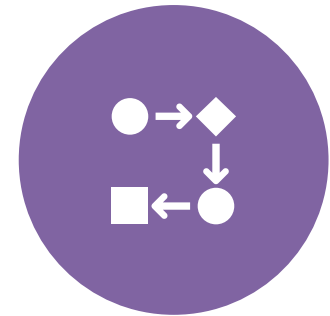
Conclusion



- GREEN HAVEN'S DECLINE IS DUE TO EXTERNAL PRESSURES AND DIGITAL STAGNATION.



- WITH DIGITAL INNOVATION AND SUSTAINABLE FOCUS, IT CAN REGAIN MARKET SHARE.



- TRANSFORMATION IS VITAL FOR LONG-TERM SURVIVAL.

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