



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Student name: Alexandra Maffei

Student ID: 2435972

Programme: Certificate of Higher Education in Business Skills for the Workplace

Module: Problem Solving and Decision Making

Module Code: LCLM4004

Module leader: Mohammad Rahman

Assignment Title: Component 2 Individual report – Case study Report – Green Haven Florists

Contents Page.	Page
1.0 introduction.	1
2.0 Business problem analysis.	2-3
3.0 Alternative solutions (solution 1)	4
4.0 Evaluation of solution 1	5
5.0 Solution 2.	6
6.0 Implementation Plan	7
7.0 Measure effectiveness.	7
8.0 Risk analysis.	8
9.0 References	9

1.0 Introduction

Green Haven Florists, a small flower shop in Norwich, founded in 2016 by partners Liam and Priya Patel, is known for their custom-made floral arrangements, eco-friendly products, and packaging who holds strong relationships with local customers. However, the business suffered a great loss in sales, more competition

and rising costs. This report will cover the significant issues, two reasonable solutions, compare them and chose the most impactful one that will ensure success for the Green Haven Florists shop. This report will also include a risk analysis, an implementation plan and measures that will help the business.

2.0 Business Problem

Over the last year, Green Haven Florists shop observed a 30% fall in in-store sales, caused by several reasons:

2.1. Fewer people shopping on the high street

More customers these days prefer to shop for flowers online. Many chose big flower companies as they ensure same day free delivery and lower prices. Online shopping is a great tool for customers to compare prices quickly, chose from a wide range of bouquets, and no need of physical effort. Other online flower companies make this even more appealing by offering instant discount, free delivery options, and subscription services. Unfortunately, Green Haven cannot match these options because their website is outdated and difficult to navigate.

2.2 stronger local competitors

Two new competitors have opened their own stores nearby:

- A trendy boutique florist with a strong presence on Instagram

This business relies on Instagram promotion and other social media platforms, suing high quality photos, videos and behind the scenes of making a bouquet that attracts customers to buy as it is trending.

- A national chain with cheap prices

This business attracts price-sensitive customers through good promotions, nationwide delivery, large stock availability, discount vouchers etc. This allows customers to buy flowers at lower prices which Green Haven is unable to match.

2.3 Higher costs

Green Haven if finding it harder to stay profitable because their everyday expenses have increased. The cost of buying fresh flowers, especially those imported such as

roses, tulips, and orchids has increased dramatically because the shipping charges are higher, inflation made everything cost more, and major delays in supply chains. Because Green Haven is known for using only high-quality flowers, these changes affect them more. Besides the flowers, Green Haven uses eco-friendly materials, such as recyclable paper, natural ribbons, biodegradable wrapping, those materials have also increased in price and it costs more than normal plastic packaging, which makes each bouquet more expensive to produce. Other running costs have also gone up, general bills such as electricity, heating, water, staff wages, rent, fuel for deliveries which adds pressure to the business budget. These things affect the business because Green Haven cannot easily drop prices to attract customers as other shops, profit margins decrease day by day and it is hard for them to compete with big chains that buy in bulk.

2.4 Weak digital presence

Customers report that Green Haven website is incredibly old and difficult to use. Green Haven does truly little digital marketing, they do not focus on product descriptions, high-quality photos, no delivery tracking. These discourage people to buy from them making them look less professional compared to other companies.

3.0 Alternative solutions

Solution 1: improve digital presence

My first solution relies on modernising and improving Green Haven digital presence by building a website which easy to access and to order from, use trends to promote their products, give out better deliver options and creating better online subscription services.

3.1 Online redesign

Currently, Green Haven website is outdated, slow and hard to navigate, redesigning it, they should include a cleaner look and modern layout and design, high-quality photos of bouquets with clear descriptions, a phone friendly website as many customers use their phones to shop, simple checkout process for payment.

3.2 Online ordering and payments

The new website should adopt a safer approach to convince customers that the website is official and not defrauds, therefore, it should have secure online payments such as PayPal, Apple Pay, card payments etc. Secondly, the website should have a range of features, same day delivery, click and collect, scheduled delivery, track their order status and automated messages to let the customers know when the bouquet is being prepared, dispatched, and delivered, this gives customers the convenience they expect from modern businesses.

3.3 Subscriptions services

A subscription service that targets households who want regular fresh flowers, offices, small businesses, restaurants, hotels, and salons can also bring a steady and predictable income that will help Green Haven for seasonal ups and downs.

3.4 Digital Marketing Strategy

Green Haven needs to become more active on social media, platforms such as Instagram and Facebook are a great tool to promote their business by posting weekly or daily, sharing behind the scenes content, customers reaction, bouquets, arrangements, collaborations with local influencers to promote their products and

running paid ads targeting local customers can increase Green Haven sales without the need of in-shop customers.

3.5 Online Loyalty Programme

Green Haven can create an online loyalty programme where customers earn points each time they buy a bouquet. These points could be exchanged with a small bouquet, discounts, or small offers. This approach will motivate customers to buy more frequently and build customer relationships.

4. Benefits of Solution 1

- reaches wider audience, not only local foot traffic
- competes with online competitors, offering better convenience
- attracts young and digital-focused consumers
- subscriptions bring steady and predictable growth.
- makes the business more professional and attractive
- social media can boost sales if it becomes viral

4.1 Challenges

- website redesign and marketing, especially paid ads cost money
- Liam and Priya must enhance their digital skills, be creative and know their audience
- requires time to create content and manage platforms

However, these challenges can be managed by hiring a professional and experienced part-time digital marketer who specialises in digital content development and marketing.

5.0 Solution 2: improve in store experience and community engagement.

Solutions 2 focuses on bringing customers back into Green Haven store by improving customers' experience in shop and strengthening connections with the local community. This approach aims to increase foot traffic, encourage repeat customers and stand out from competitors.

Offering in store workshops and events that includes flower-arranging lessons, seasonal activities or eco-friendly workshops will entertain customers and bring extra income while recording content for the shop to share on social media. Otherwise, refreshing the store and keeping it up to date could stand out, for example creating and displaying themed arrangements followed by ready-made bouquets will attract customers to enter the store and customise their order.

Finally, Green Haven could introduce loyalty cards and local promotions, for example "buy 3 bouquets, get the 4th free", birthday discounts or exclusive discounts for local clients. This action will make customers feel valued and encourage them to return more often. Overall, solution 2 strengthens community relationships, helps rebuild local support and improves the customer's experience. However, it may not solve the decline in sales caused by online competitors.

Action plan to implement, monitor and measure Solution 1.

6. Implementation Steps

Redesign the website

Hire a web developer or use an online web builder to create a website that is clearly a representation of Green Haven. Add photos of the products with clear descriptions and high-quality images. The website should include an easy checkout system with a simple menu, and more importantly, make sure that the website is phone friendly made. Additionally, the web developer must add payments options (PayPal, Apple Pay,) and for big purchases Klarna could be a great tool to comfort customers and give them the possibility to pay in 3 instalments, click, and collect options and local delivery. Furthermore, the hired freelance marketer or Liam's the owner, must create daily or weekly content to promote their business, using platforms such as Instagram, Facebook, or TikTok, collaborating with local influencers by providing them with an offer or running low prices advertising campaigns that targets their local customers. And brand. After monitoring the implementation, by weekly check-ins with the web developer, analysing social media activity and track website traffic and online orders, Green Haven could launch a flower subscription service by setting up a weekly/ monthly subscription options online, targeting offices, restaurants, or any other events and offering new customer discounts

7.0. Lastly, after these changes are done, the effectiveness must be measured by quantitative measures; increase in online sales (target +20% in 6 months), increase in website visits, number of subscription numbers, higher revenue from delivery orders. Qualitative measures: customer feedback on the new website, social media engagement by viewing how many likes, shares and views posts received and ratings.

8.0 RISK ANALYSIS

Risk	Likelihood (Low/Medium/High)	Impact (Low/Medium/High)	Overall Risk Level	How to Reduce the Risk (Mitigation)
Website becomes too expensive to build	Medium	High	High	Compare prices from different businesses
Technical problems with online ordering system	Medium	High	High	Test before launching with a known customer.
Low customer engagement online	Medium	Medium	Medium	Post daily to form an audience, be creative and use different strategies.
Competitors still offering lower prices	High	Medium	Medium	Focus on quality and sustainability
Delivery delays or mistakes	Medium	High	High	Hire staff and train them to respect the delivery time.
Cybersecurity risks (payment issues, hacking)	Low	High	Medium	Use secure payments options, change login security often
Staff struggling with innovative technology	Low	Medium	Medium	Ask web developer for step-by-step guide and easily train the staff.

9.0 References

1. Chaffey, D., and Ellis-Chadwick, F. (2019) Digital Marketing. 7th ed. Harlow: Pearson.
2. Statista (2023) Online Flower Market in the UK – Statistics & Facts. Available at: www.statista.com
3. HubSpot (2022) The Importance of a Strong Digital Presence for Small Businesses. Available at: www.hubspot.com
4. Mintel (2023) Consumer Shopping Behaviour in the UK. Available at: www.mintel.com