

Module Title: Problem Solving and Decision Making

Module Code: LCLM 4004

Assessment: Component 2 Report

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Introduction

What the report is about.

Any definitions should be provided in this part of the report.

- **Approximately 100 words**

So according to this case study, Green heaven florist the company is based in Great Britain, Norwich founded in 2016 by owners Liam and priya Patel

Over the years the brand has built a strong reputation for bespoke floral agreements such great community ties & eco-frendly packaging

Customers from a corporate background and individual clients however over the passed year the company has faced a decline in sale a 30% decrease in store sales and a reduction in foot traffic .online presence from competition makes harder to adjust to new market plus importing flowers has increasing rapidly trough market

Brief Explanation of the Specific Business Problem

From the case study Green heaven florist has shown bright colours from the company launch date spreading its unique branding across the community which is based in norwich and other nehbiouring areas, however within this pass year of trading has dropped around sales have occurred a loss 30% in store with a noticeable change in the footftaffic but onlines order have slightly increased but not soo much that it can compensated for the loss of foottraffice in the local retail store. currently state of this highstreet is not so active due to the closure of nearby businesses and general shift towards online shopping Many of the companies long term customers appreciate the convenience and perfer online flowers retailers who also offer lower prices,same day delivery and frequent discounts

Importing fresh flowers has become a fincial pressue especially the imported ones the supply chain inflation makes it harder for store owner to give discount or commit to sustainable materials like biograde.

Customer feedback has indicated the company website is outdated and difficult to navigate others had mentioned about a more flexible delivery options and subscription services

- **Approximately 200 words**

Suggested Two Alternative Solutions

Solution A

- my first Solutions should be developing a modern website welcoming new customers to browse with loyalty rewards at the homepage,customise options with fresh flowers ,same day flowers delivery options with expandable flexibility
- Plus Expanding customer reach, grow online presence
- Minus the cost of website development,the time it will take to learn this digital software
- interesting,potential to expand into a corporate or event based subscription

Opportunity to collect customers data for new marketing scheme

This solution directly addresses Green heavens decline in foot traffic and poor online proformance by improving the delivery options the business aligns with changing consumer behaviour and it reduce

reliance on in-store whilst boosting the monthly income overall, this enables green heaven to compete with larger online brands while maintaining its unique, sustainable brand identity

- **Approximately 150 words**

Solution B

- the second solution will be to welcome a subscription-based service in an icon format similar to Facebook's famous F
- Supported by an improved website customers will be able to register followed by a survey to understand the type of flowers the customer who may have interest

Plus a growing and balanced revenue, boost customer with loyalty points

Minus need investment for technology and the management of deliveries

Interested it allows customers to share personal interest, loyal customer rewarded

This solution conquers the issue with unpredictable sales by ensuring a clear algorithm in sales the upgraded website expands its new market reach while the subscription service reduces the dependant on the footfall

- **Approximately 150 words**

Justification for Selected Solution

- Solution B is the strongest choice as it modernises the brand and strengthens its customers' business relationships. The decrease in sales will slowly fade away once the loyalty rewards are being launched through social media and advertisements on YouTube, gaining a benefit when ordering from green haven.
 - Solution B's first delivery is so key for the new look of the brand as we modernise the website we are well aware our competitor offers the same service so to be a contender we must match to maintain our steady following
- **Approximately 100 words**

Risk Analysis of the Selected Solution

Based on my result from the risks analysis, my main risk for the solution could be the cost of branding. The new subscription does established, the brand green heaven but our competition has very key & regular social presence. To compete we will need to spend big, rebuild & recruit who will have the know how to functions the social media pages, as well being there in the local High Street throughout the day disrupting leaflets & free sample, as the years goes although the investment felt heavy the solutions will increase new customer so rapid the payment will be decrease its value

- **Approximately 100 words**

Plan to Implement the Selected Solution

The Implementation Plan is put into action to ensure efficiency and minimise risk this begins with planning and understanding responsibilities as defining business goals and customer needs early prevents costly changes later management and key cast members take on responsibility here, a 12 week course will be provided by the company to ensure everyone updated about the websites new subscription services the next stage is the designers responsible for the user interface, while developers deal with the technical features of the website such as delivery options.

Testing will need to take place to ensure all system are working effectively and meets the public's expectations of a professional website this step will be seen as very crucial as this good quality limited the risk when ordering for sample, now the launch date has arrived promotion target to reach its audience the company marketing team will take responsibility here using various strategies to widen awareness around the community and other neighbouring areas overall the ordering and scheduling is justified

- **Approximately 250 words**

Means of Measuring Effectiveness of Implementation of Selected Solution

Online sale	Conversations rate	2% » 4%	Incr ease s onli ne conv ersa tion rate	
Website traffic	Monthly visitors	1,000 » 1,500	Incr ease d web site traffi c	
Revenue	Monthly online revenue	5,000 » 7,000	Incr ead onli ne reve nue	
Customer retention	Repeat purchases rate	10%» 20%	Incr ease d repe ar purc hase	

KPIs are essential for evaluating the effectiveness of the selected solution. Indicators like revenue growth, number of new customers, and repeat purchases show whether the business is progressing. These measures are appropriate because they directly reflect customer engagement and financial success. They are also reliable and easy to track, making them useful for ongoing evaluation.

SMART objectives strengthen the implementation by providing clear direction. They are specific in targeting key improvements, measurable through data, achievable with

available resources, relevant to the business problem, and time-bound to ensure deadlines are met. This helps maintain focus and accountability throughout the process. Together, KPIs and SMART objectives form a strong framework that allows the business to track performance, evaluate success, and make informed decisions, ensuring the chosen solution is effective and sustainable.

- **Approximately 200 words**

Conclusion:

Key Findings

My Conclusion and key findings in my report highlights around five major factors that power the organisation effectively, one key issue is the limited digital strategy, which restricted visibility and competitiveness in increasingly online market additionally we've had a gap in structured performance, measurement as KPI and SMART objectives are not consistently applied, customer retention also grows as a concern, due to the minimal incentives for repeat purchases, another finding inefficiency in internal processes particularly in managing orders and meeting delivery expectation. Lastly while the company has a strong core Values such as sustainability and quality service, these strengths are not clearly communicated to a wider market, the highlighted findings suggests that improvements in digital development, performance tracking and customer engagement are essential by addressing these areas, the business can operate more efficiently attract new customers, and build a strong competitive position

- **Approximately 150-200 words**

Reference List

Mba tools.co.uk(n.d)decision making [online]Available from:grid analysis(mbatools.co.uk)(Accessed 26 April 2026)

Virtual Library (n.d)PMI-Plus,Minus,Interesting [online]Available from PMI Plus,Minus,interestingtes strategy-virtual library (virtual library. Info)(Accessed 26 April 2026)

The Key Performance Indicator is:

<u>Means of Measuring Effectiveness of Implementation of Selected Solution</u> Based on the KPI and SMART Objective table you have provided: • Explain and defend the Key Performance Indicators you have proposed. • Explain and defend the SMART objectives you proposed. • Approximately 200 words	Measurable	Attainable	Relevant	Time-Bound
Questionnaire Observation Reviews	How many Qs? Which days? How long?	Who is going to do it? Is it attainable?	What type of data? On what? What's the point?	How long will it take to collect the data?

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