

PROBLEM SOLVING AND DECISION MAKING

LCLM4004

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ASSIGNMENT 1: PRESENTATION

OVERVIEW

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

INTRODUCTION

“GREEN HAVEN FLORISTS ”

A small, independent flower shop located in Norwich

GREEN HAVEN FLORISTS – BACKGROUND

- **Founded in 2016 by Liam and Priya Patel.**
- **Location: Norwich, United Kingdom.**
- **Sells: Custom floral arrangements focus on eco-friendly packaging.**
- **Strong community ties: A loyal, long-standing clientele.**

PROBLEM: NATURE AND SCOPE

5W2H

- ❑ **Who:** Liam and Priya Patel.
- ❑ **What:** Reverse the 30% drop in store sales.
- ❑ **Where:** Norwich shop and online store.
- ❑ **When:** Over the next 6-12 months.
- ❑ **Why:** High inflation and new local competition.
- ❑ **How:** Website redesign and new local competition.
- ❑ **How much:** Budget for digital ads and web updates.

PESTLE ANALYSIS: GREEN HAVEN FLORISTS

POLITICAL

- Support for other smalls business.
- Grants for local business.

ECONOMIC

- Competition (sell cheaper flowers).
- Seasonal demand (weddings, mother's day).

SOCIAL

- Personalise bouquets or gifts.
- Interest in home decorations.



PESTLE ANALYSIS: GREEN HAVEN FLORISTS

TECHNOLOGICAL

- Online payments.
- Delivery tracking.

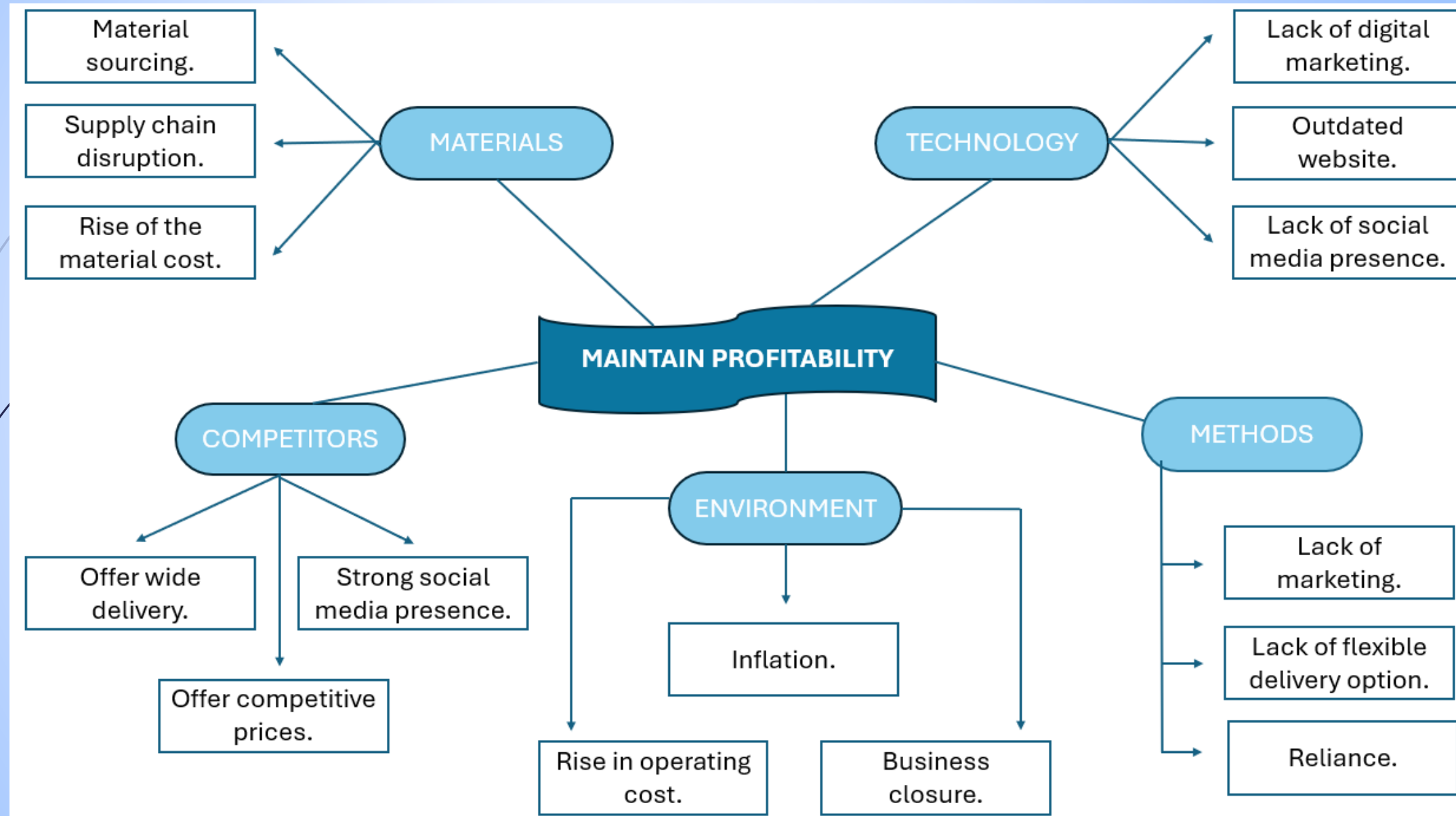
LEGAL

- Data protection.
- Employment contracts.

ENVIRONMENTAL

- Reducing plastic packaging.
- Climate.

CAUSE AND EFFECT ANALYSIS: FISHBONE DIAGRAM



CONCLUSION



The main challenge is that the drop in sales (30%) is due to economic pressure and internal gaps.

They would improve the website design to make it look interesting and attract more young customers.

The strategy they can use is to focus on special days and make up for losses.

The obsessive goal would be to stabilize the company in 6-12 months.

Flexible delivery options.

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Thank
You



QUESTIONS?