

Module Title: Problem Solving and Decision Making

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Assessment: Component 2 Report

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Introduction

This report will examine the current situation of Green Haven Florists, a small independent flower shop experiencing declining sales and increased competition from online retailers. The report will explore the main challenges affecting the business, including changing customer buying habits, rising costs, and limited online presence. It will then introduce a suitable solution to help the company improve performance and stay competitive in the market. The report will also analyse possible risks linked to the solution, outline a plan for implementation and explain how success will be measured using key performance indicators and SMART objectives to support future business growth.

Brief Explanation of the Specific Business Problem

Green Haven Florists is a small independent shop established in 2016 by Liam and Priya Patel, who built the business around personalized customer service, high quality floral arrangements, and environmentally friendly practices. The shop initially performed well due to strong relationships with local customers and a reputation for unique designs. However, the business has recently experienced declining sales and reduced profitability. One major cause of this problem is increased competition from large online flower retailers that offer low prices, fast delivery, and convenient online ordering, which has changed customer expectations. In addition, consumer buying habits have shifted, with more people choosing to shop online rather than visit physical stores. Green Haven Florists' outdated website and limited social media activity have made it difficult for the business to attract new customers or compete online. Rising operating costs, including rent, energy bills, and supply expenses have also placed financial pressure on the company. Together, these factors have reduced overall revenue, creating challenges for long-term sustainability. As a result, the business must adapt its strategy to remain competitive and meet the changing demands of modern customers.

Suggested Two Alternative Solutions

Solution A: Advertisement for the leaflet, irresistible offer, concise information.

Plus	Minus	Interesting
Low-cost marketing compared to digital campaigns or website redesign	Printing and distributions costs may affect budget	Could attract new local customers who were not aware of the shop

Targets local residents directly, increasing awareness in the community	Leaflets may be ignored or thrown away by some recipients	Can include QR codes linking customers to social media or online ordering
Promotes special offers to encourage immediate purchases	Results may be short-term if not supported by other marketing methods	Helps reconnect with customers who previously visited the high street
Easy to design and execute quickly	Requires time to plan distribution and track effectiveness	May increase both in-store visits and online engagement

Solution A helps address Green Haven Florists' main problem of declining footfall and reduced customer awareness by promoting the business directly to the local community. The leaflet provides clear information about products, offers and services while encouraging customers to visit the shop or follow its social media pages. Including an attractive promotion, such as a discount or loyalty encouragement, gives customers a reason to choose Green Haven Florists instead of larger online competitors. This approach is suitable because business relies on local customers and personalized service which can be highlighted through targeted advertising. Promoting social media alongside the leaflet also supports long term engagement, allowing the business to stay connected with customers beyond a single visit. Overall, this solution increases recognition, encourages immediate sales and helps rebuild customer relationships which can contribute to improved in-store traffic and stronger brand awareness within the area.

Solution B

Plus	Minus	Interesting
Reaches a wider audience beyond local foot traffic	Initial cost of website updates or professional support	Allows customers to order anytime, increasing convenience

Improves competitiveness against online flower retailers	Staff may need training to manage online platforms	Social media engagement can build a loyal community
Makes ordering easier for customers who prefer online shopping	Results may take time before sales noticeably increase	Customer data and feedback can be collected online
Promotes products visually through photos and promotion	Requires regular posting and maintenance	Can support both online and in-store sales simultaneously

Solution B addresses Green Haven Florists' declining sales by improving its digital presence and adapting to changing customers buying habits. The case study highlights that many customers now prefer online shopping and that the business' website is outdated and difficult to use. By updating the website and increasing social media activity, the business can make ordering more convenient and attract more customers who may not visit the physical store. Social media platforms allow the company to showcase floral arrangements, promote seasonal offers, and interact directly with customers, helping to strengthen brand awareness. Online ordering also enables the shop to compete more effectively with larger retailers offering delivery services. Although implementation requires time and training, this solution supports long-term growth by combining digital marketing with the shop's existing personalised service, helping increase both online engagement and overall sales performance.

Risk Analysis of the Selected Solution

Based on the results from your Risk Analysis:

Solution b is improving Green Haven Florists' online presence through a website update and increased social media marketing. One risk is the financial costs involved, as the business is already facing rising expenses and may struggle to invest in digital improvements. There is also a risk that staff may lack the skills or time needed to manage online platforms effectively. The criteria used to select this solution included cost-effectiveness, long-term impact, and ability to increase both online and in-store sales. This option was chosen because it directly addresses changing customer behaviour and provides sustainable growth opportunities the initial risk involved.

Plan to Implement the Selected Solution

Problem;

- ✓ Low customer satisfaction as staff are unable to provide correct answers to customers' queries.

Chosen Solution:

- ✓ Staff Training

✓ Action plan

Actions	Description	Time frame	Staff responsible
Identify and document training needs	Speak with the departmental managers to completely identify training needs based on staff queries Record the training needs	8 th Dec 2025 – 12 th Dec 2025	Support manager

Identify Trainees	Speak with the departmental manager to identify those who are most in need of training Submit the list of trainees to the HR department.	15 th Dec 2025 - 18 th Dec 2025	Training committee
Find a trainer	Training committee would discuss and decide whether to consult external training providers or organise internal training sessions Finalise arrangement with the internal or external trainer	19 th Dec 2025	Training Committee
Prepare Training schedule	Prepare and communicate training schedule to departmental managers	22 nd Dec 2025	Training committee
Deliver Staff Training session.	Training delivered by the Internal/External Trainer.	29 th Dec 2025 (3 hours)	Internal/External Trainer
Evaluate Staff Training session	Questionnaire and provide feedback on the training session.	29 th Dec 2025 (30 minutes)	Departmental Managers

ACTIVITY THREE

SAMPLE MONITORING AND EVALUATION PLAN

MONITORING			
	Description	Time frame	Staff responsible

Participation	% of trainees who participated in the staff training	Daily	Internal auditor
Engagement	Average learner satisfaction rating / other forms of engagement such as comments, likes etc.	Daily	Training committee
Learning	Average score obtained by trainees in a well-designed assessment.	Weekly	Training Committee
EVALUATION			
Success Indicator(s)	Data source / Information collection method	Time frame	Staff responsible
Customer Feedback	Online reviews	Weekly	Management

Based on the Implementation Plan you have provided:

The implementation plan for Green Haven Florists has been organised in a logical order to support a smooth transition towards improving the business's online presence and digital marketing activities. Participation is monitored daily to ensure that all staff members are involved in training related to website management, online orders, and social media engagement. This stage is prioritised first because employees must develop the necessary digital skills before changes can successfully reach customers. The internal auditor is responsible for monitoring participation to ensure fairness and consistent attendance. Engagement is then reviewed daily by the training committee through feedback and interaction levels, helping identify any difficulties staff may experience when adapting to new technology. Daily monitoring allows problems to be

addressed quickly, which is important for a small business with limited resources. Learning outcomes are assessed weekly to measure how effectively staff can apply new skills, such as updating online content or responding to customer enquiries. Weekly evaluation provides enough time for improvement while maintaining steady progress. Management reviews customer feedback weekly through online reviews and customer comments as this reflects whether the changes are improving customer satisfaction and attracting new online orders. Responsibilities are divided according to staff roles to reduce pressure on Liam and Priya while encouraging teamwork. Overall, the order and scheduling focus on building staff capability first, followed by performance monitoring and customer evaluation, ensuring Green Haven Florists can adapt gradually and compete more effectively in an increasingly digital retail environment.

Means of Measuring Effectiveness of Implementation of Selected Solution

Based on the KPI and SMART Objective table you have provided:

The selected solution for the Green Haven Florist case study is the introduction of an online ordering and digital marketing system to increase sales and customer engagement. The key performance indicators (KPI's) used include monthly online sales revenue, website traffic, customer retention rate and social media engagement. These KPI's were chosen because they directly measure business growth, customer interest, and the effectiveness of digital promotion, making them practical indicators on whether the solution improves performance. For example, increased website visits and online orders clearly show that marketing efforts are attracting customers and converting interest into sales. The SMART objectives support these KPI's by ensuring targets are specific, measurable, achievable, relevant and time bound. Objectives such as increasing online sales by 20% within six months or gaining 500 new social media followers in three months provide clear direction and accountability. These criteria were selected because small businesses like Green Haven Florists require realistic and trackable goals that match available resources and staff capabilities. Using SMART objectives reduce uncertainty and helps management regularly evaluate progress. Together the KPI's and SMART framework create a structured way

to monitor success, make data driven decisions and adjust strategies if results do not meet expectations.

Conclusion:

Key Findings

The report on the Green Haven Florist case study highlights several important findings regarding the business' current challenges and opportunities for growth. First, a major issue identified was the florists' limited online presence which reduced its ability to compete with rivals offering convenient online ordering and digital promotion. Second, customer engagement was inconsistent, as marketing relied heavily on walk-in sales and personal recommendations rather than structured social media or online campaigns. Third, inefficient inventory management contributed to wasted stock and increased operational costs, particularly with perishable flowers. Fourth, the report found that customer data was not being effectively collected or analysed meaning that the business could not personalise promotions or build long term loyalty. Finally, the study showed strong local brand potential, as customer feedback indicated high satisfaction with product quality and service, suggesting growth is achievable if modern systems are adopted. These findings are significant because they clearly connect operational weaknesses with practical improvement opportunities. Overall, the report concludes that adopting digital tools, improving marketing strategies and using data driven decision-making are essential steps for Green Haven Florist to increase efficiency, attract new customers and remain competitive in a changing retail environment.

Reference List

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The Key Performance Indicator is:

Specific	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?