

Green Haven Florists

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Module: Problem Solving and Decision Making

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Overview of Green haven Florists

Green Haven Florists is a small independent florist in Norwich known for bespoke, sustainable floral designs. Over the past year, it has experienced a 30% drop in in-store sales due to reduced high-street footfall, rising costs, and stronger competition from online and chain florists. While product quality remains high, limited digital presence and changing customer shopping habits have reduced sales and profitability.



5W2H

What	Green Haven Florist is experiencing a significant lose of money and costumers, and reduction in-store sales.
Where	It's happening in the physical store in Norwich.UK.
When	In the las 12 months the owners of the flower shop started to realise the problems that they are confronting.
Who	Liam and Priya Patel, are the must affected and their employees.
Why	It is happening because the competition between the other flowers shops and their online orders and pages.
How	It's a very serios problem because the owners of the shop (Liam and Priya), aren't used to use their online florist page, and this makes them to lose a lot of costumers and money, and the weak digital presence has limited costumer reach and online conversion.
How much	Liam and Priya had about of 30% in store sales, because the costs have increased, and the online sales aren't sufficient.

Pestel framework

- ❖ Pestel analysis is a tool to be used by MNC to track business environment, decide mode of entry draw conclusions. And helps to understand actual and potential issues that happen outside of the organization.
- ❖ Pestel analysis is used to help the organization to understand how external factors influence performance and strategy.
- ❖ It can be used in a range of different scenarios, business strategy, planning, and academic case studies, also can guide senior management in strategic decision making.



Yusop, Z. (2018) PESTEL analysis. Paper presented at COMRAP, pp. 34–39.

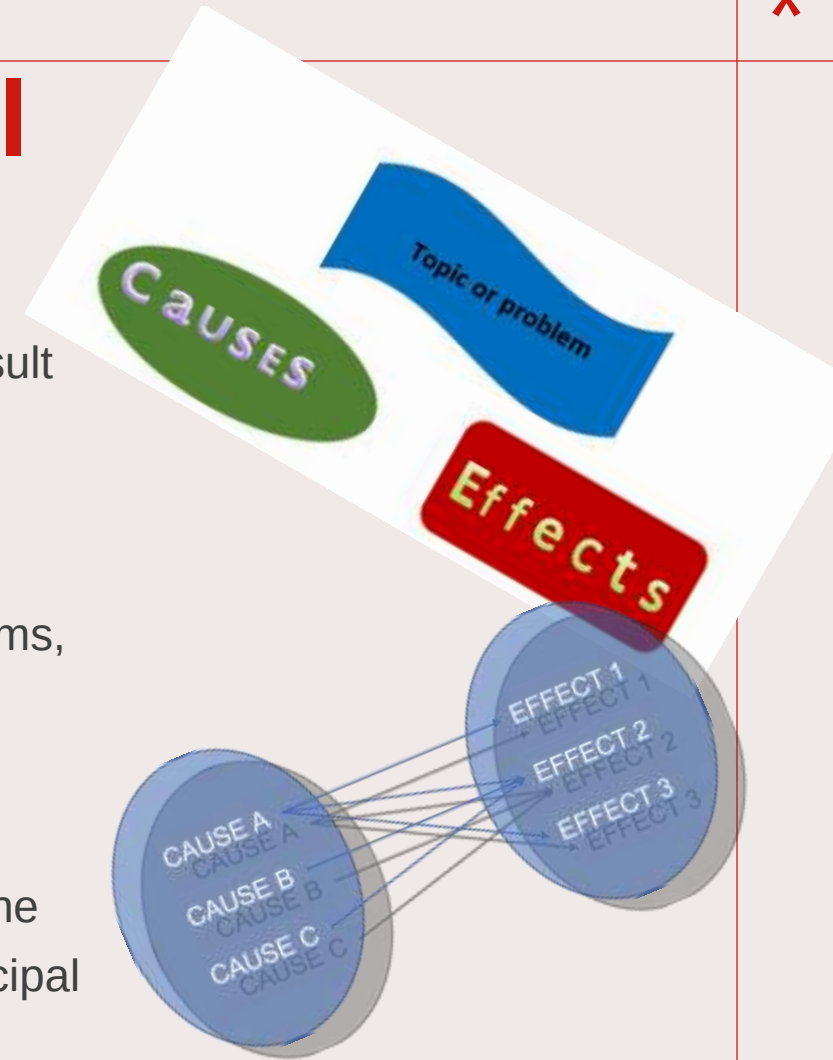
Green Haven Florist Pestel Analysis

Political	Economic	Social	Technological	Environmen tal	Legal
• Higer cost • Government helpless	• Rising prices • Cheaper options • People visiting	• Disloyal costumers • Eco-friendly products • Convenience	• Old website • Social media • Delivery/subscri ptions options	• Packaging	• Consumer laws

Based on the text of Green Haven Florists

Cause and Effect model

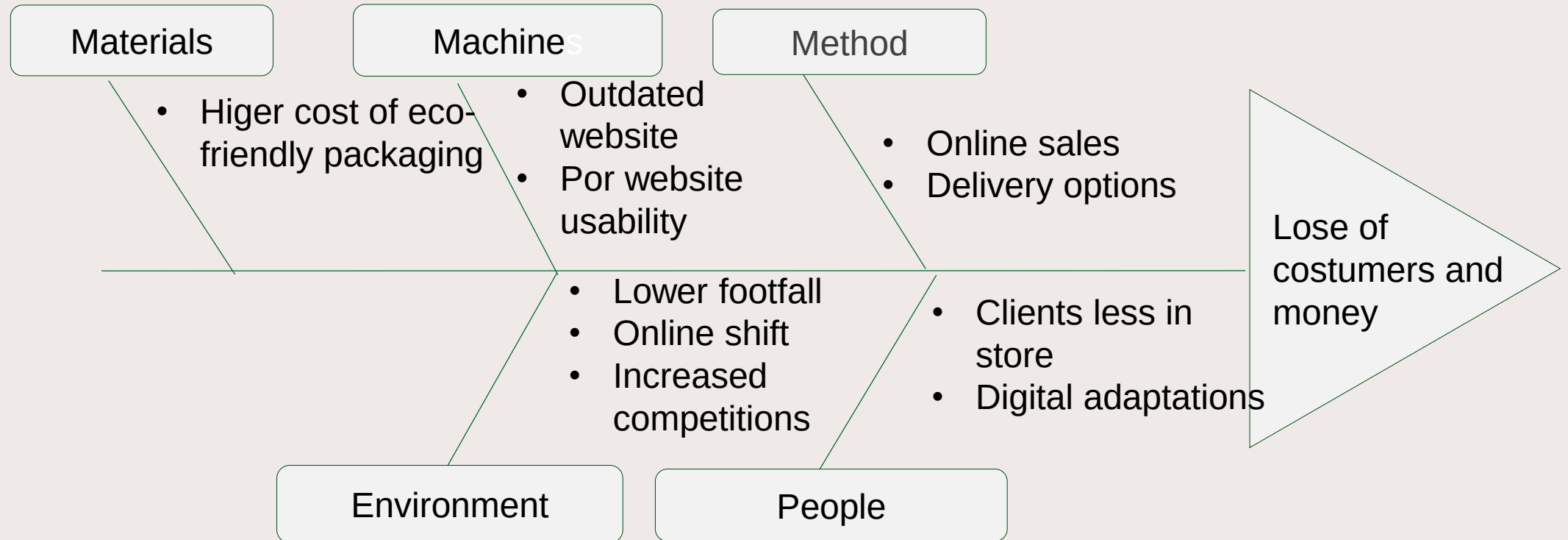
- Cause and effect is a relationship between events or things, where one is the result of the other or others. The cause is the reason why something happen, and the effect is the result or the consequence (cause is always before that the effect.
- This model helps you to understand better what happened and why it happened.
- Is used to identify the cause of the problem instead of just looking at the synonyms, and to find the real problem. Is used to organize the issue and to focuses on solutions.
- It's used in small or large business, in academic analysis during management.
- To use it you must define the problems identify the categories and think about one specific category, make a fishbone diagram, analyze the diagram to find the principal cause of the problem and solve it.
- The cause-and-effect model don't priorities causes, it is more diagnostic than perspective, depend on quality of impute and focuses on internal issues.



https://Grammar songs by Melissa (2020)Cause and effect|Aguard Winning Teaching Cause and Effect| And comprehension Strategies. Available at: www.youtube.com/@GrammarSongsbymelissa (6 February 2020)

Fishbone Diagram

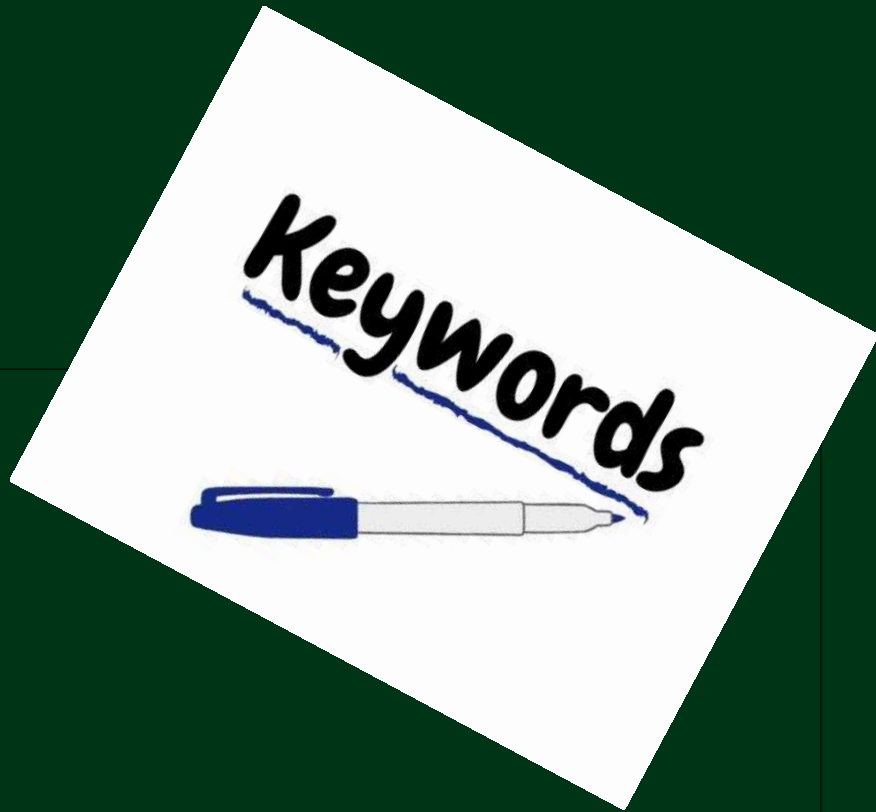
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Harvard Online(2017)How to create a cause-and-effect diagram. Available at:
<https://www.youtube.com/@HarvardOnline> (19 of April 2017)

Ilie, G. and Ciocoiu, C.N. (2010) Application of fishbone diagram to determine the risk of an event with multiple causes. Management Research and Practice, 2(1), pp. 1–20

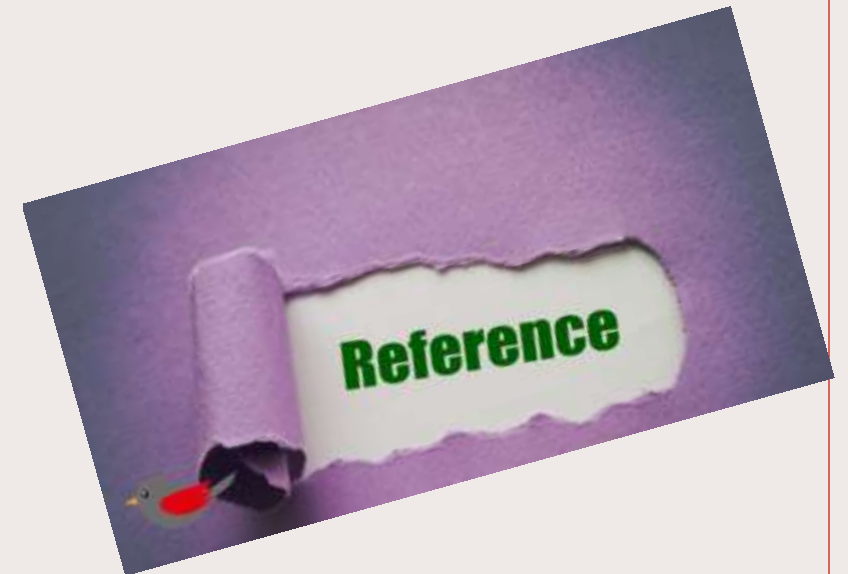
Key words that I use to search information



- Pestel analysis
- Cause and effect model
- Fishbone diagram

Reference list

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**Thank you for listening
And I apologies for my English
pronunciation.**