

Green Haven Florists

Analysis of Declining In-Store Sales

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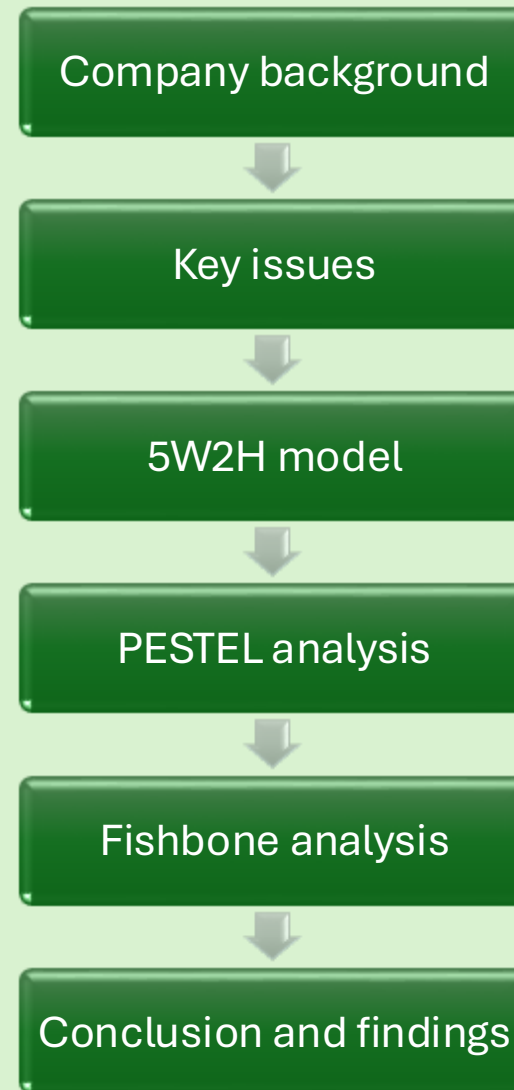
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Module: LCLM4004

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Presentation Structure



Company Background



Founded: 2016



Location: Norwich



Packaging: Eco-friendly materials



Reputation: Strong community reputation

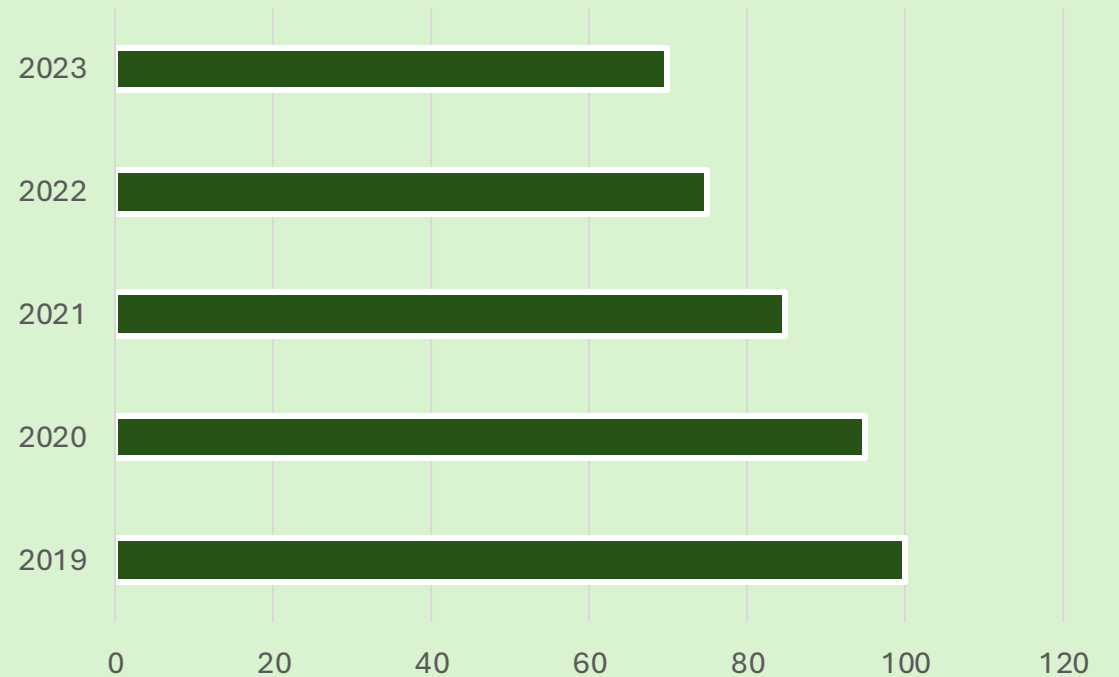


Clients: Weddings and corporate clients

Nature of the Problem

- **30% decline in in-store sales**
- **Reduced high street foot traffic**
- **Strong competition from online flower delivery services**

Decline in In -Store Sales (2019 – 2023)



Scope of the Problem

External factors:

-  • Inflation
-  • Supply chain issues
-  • New competitors

Internal factors:

-  • Outdated website
-  • Weak digital marketing
-  • Limited delivery options

5W2H Model

Question	Answer
What	Decline in in-store sales
Why	Online competition
Where	Physical flower shop
When	2019–2023
Who	Walk-in customers
How	Shift to online purchasing
How much	30% decline

PESTEL Analysis

Political (10%)

- Business regulations
- Import rules for flowers

Economic (30%)

- Inflation increases costs
- Lower consumer spending

Social (20%)

- Shift to online shopping
- Demand for convenience

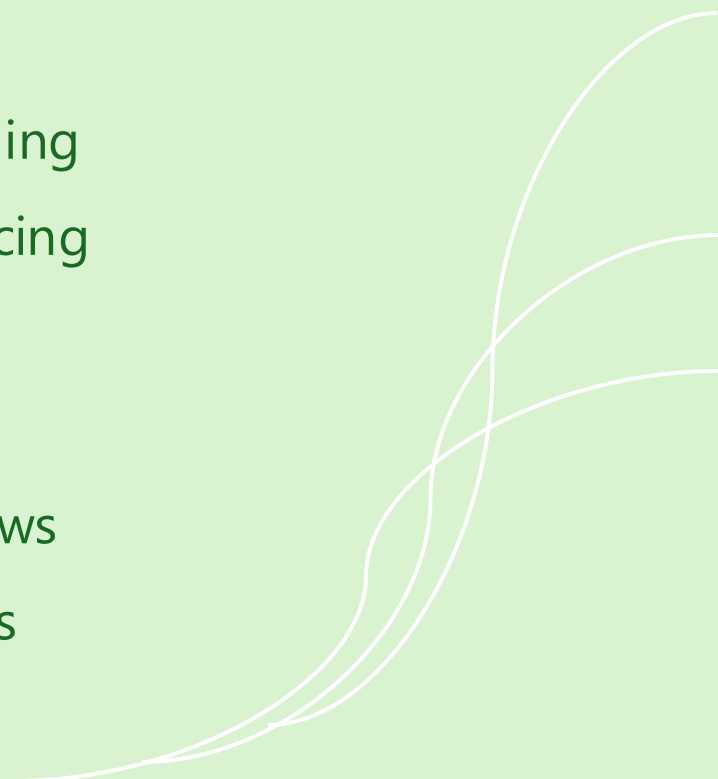
Technological (25%)

- Growth of online platforms
- Importance of digital marketing

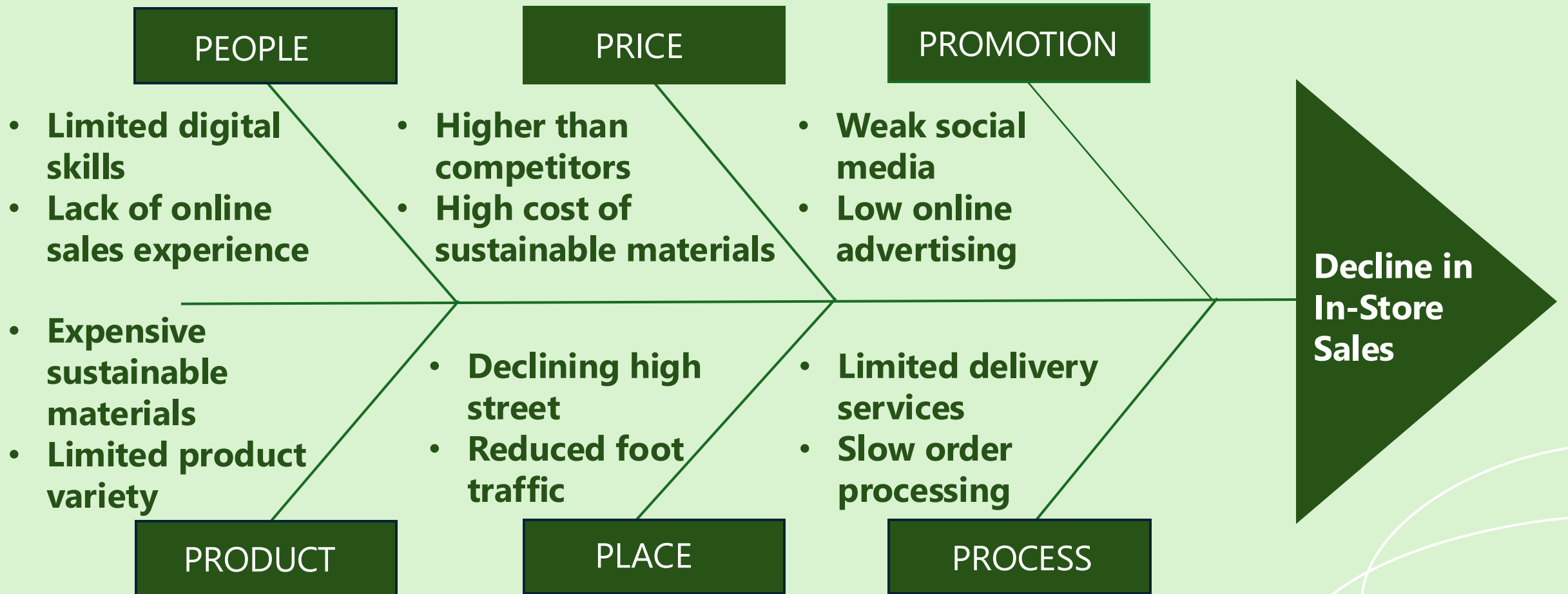
Environmental (10%)

- Demand for eco packaging
- Sustainable flower sourcing

Legal (5%)

- Consumer protection laws
 - Employment regulations
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Fishbone Analysis



Conclusion

Multiple Causes

Sales decline is caused by several internal and external factors.

External Pressure

Online competition and economic conditions influence the market.

Internal Weaknesses

Limited digital presence makes the problem more serious.

Need for Modernisation

The company needs digital development and strategic improvements.

Key Findings

- 30% decline in in-store sales (2019–2023)
- Strong competition from online flower delivery services
- Rising operational and material costs
- Weak digital marketing presence
- Need for strategic business transformation



References

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