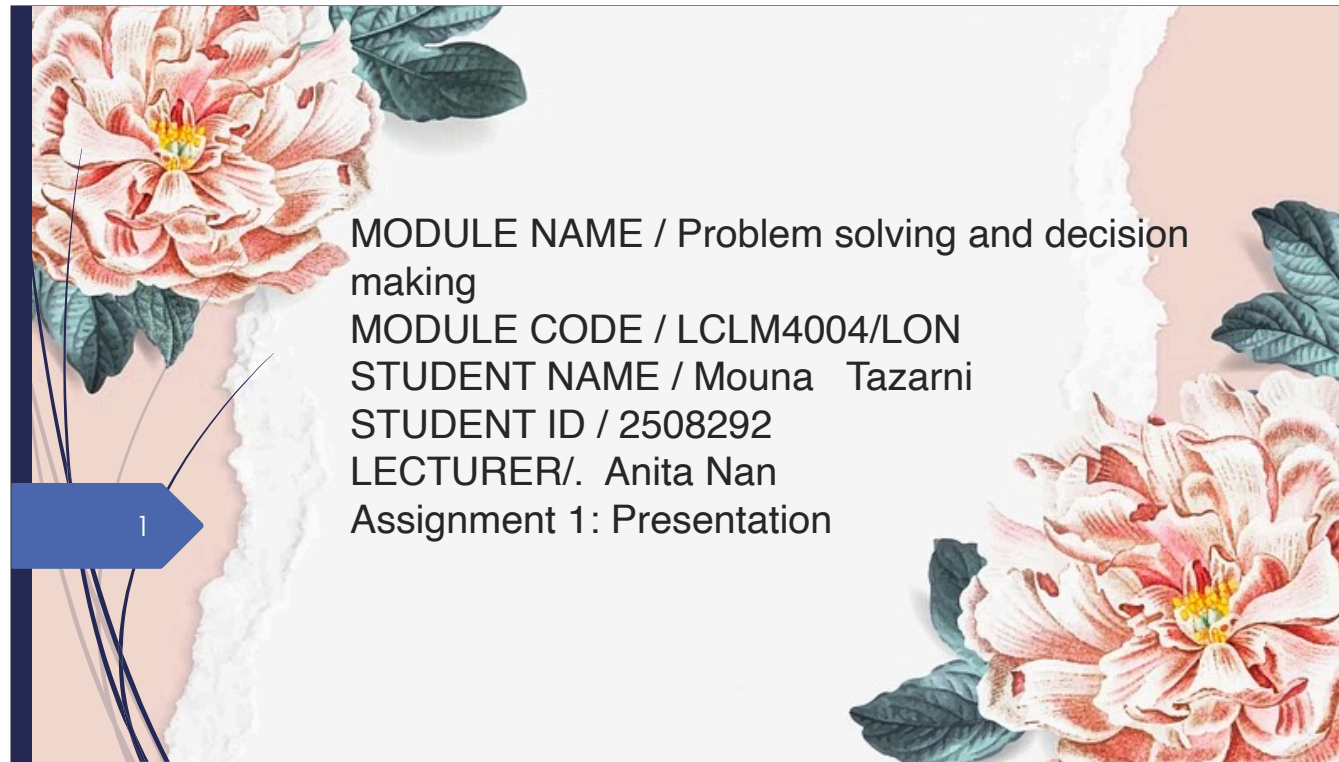




MODULE NAME / Problem solving and decision making

MODULE CODE / LCLM4004/LON

STUDENT NAME / Mouna Tazarni

STUDENT ID / 2508292

LECTURER/. Anita Nan

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

- ▶ DROP IN SALES- "decrease in the amount sold or revenue generated between two periods" (Calculator Ultra, 2025).
- ▶
- ▶ Over the past 12 months, green haven florists has experienced a 30% decline in in store sales .this reduction highlights underlying business challenges including changing customer behaviour ,increased online competition ,and rising operational costs .
- ▶

Company background

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion

References

5W2H

- Who: Liam and Priya Patel
- What : decline in inshore sales
- Where : physical store in Norwich
- When : over the past 12 months
- Why : increased competition and changes in customer shopping behaviour
- How: reduced footfall and price sensitivity
- How much : 30% decrease in sales



PESTLE ANALYSIS: Green Haven Florists

- POLITICAL : Government regulation affecting small business
- Possible changes in taxes or business support policies

social : shift toward convenience and online shopping

ECONOMIC : inflation and increased supplier and operational costs

6

Rising inflation increasing supplier and operational costs

Higher prices may reduce customers , spending on non essential items like flowers

Technological : online ordering systems improve customer convenience

Digital payment systems make transaction faster

- legal : health and safety regulation in the workplace
- environmental : Reducing plastic packaging and using biodegradable materials

PESTLE ANALYSIS: Green Haven Florists

Political: supporting sustainable and eco friendly practices
Import regulation affecting the supply of flowers

Economic : Rising operational costs and inflation

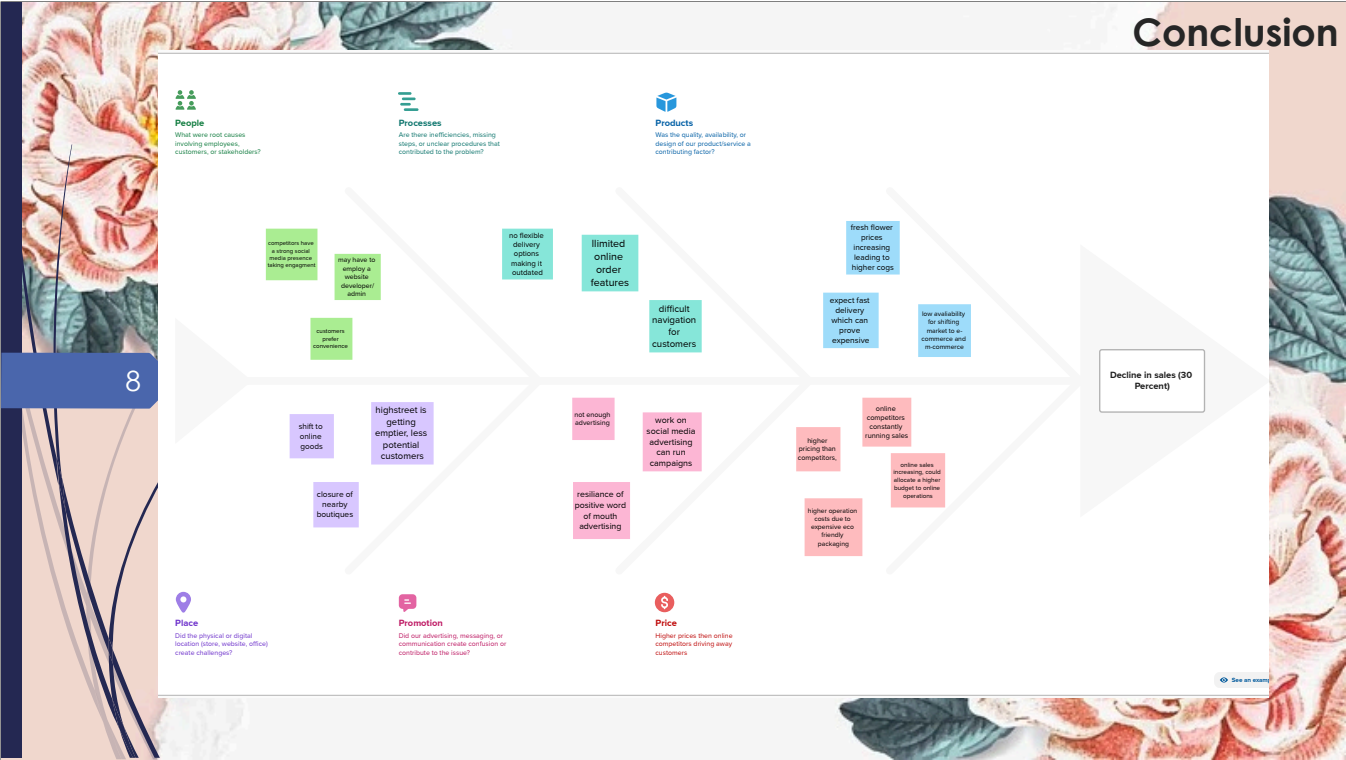
- . Increased price of imported flowers such as orchids and tulips
- . customers becoming more price sensitive due to economic conditions

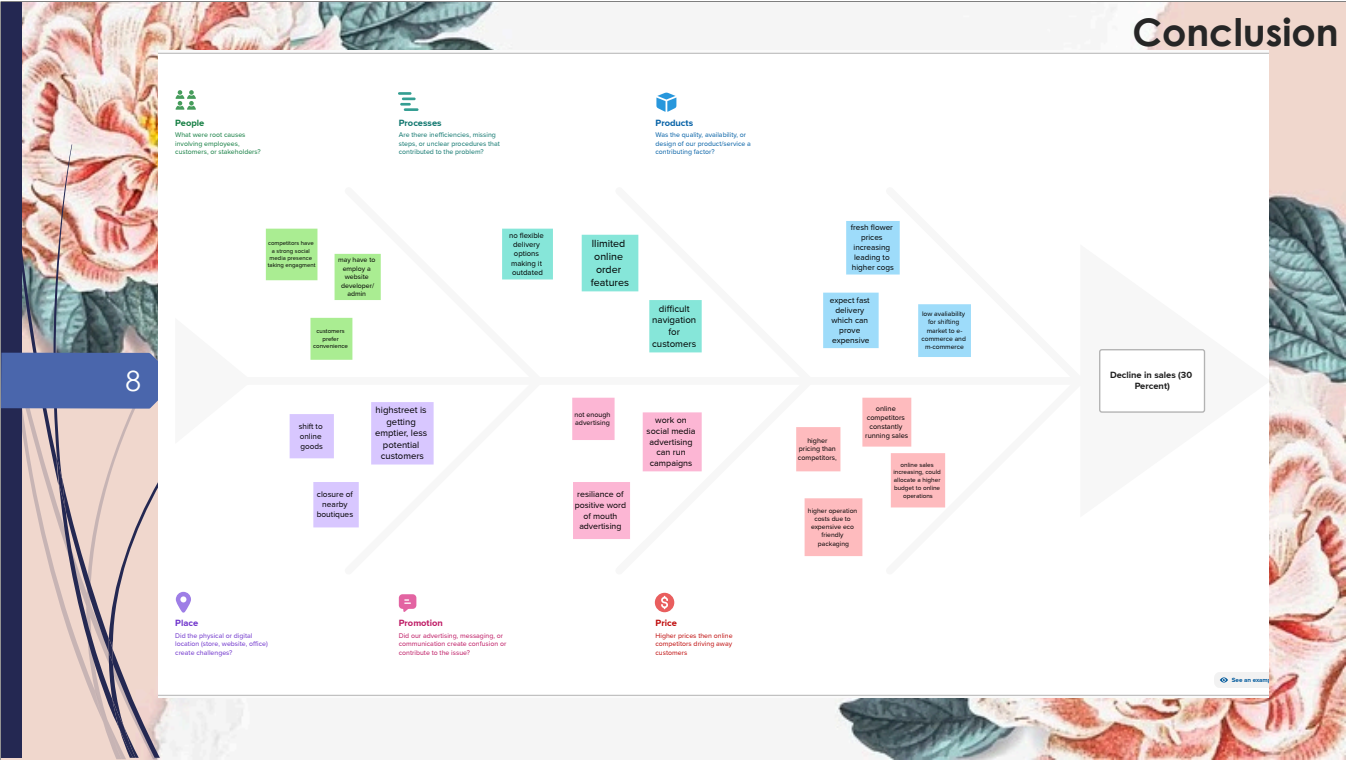
Social :

TECHNOLOGICAL : competitors using advanced websites, green haven florists and social media. Advanced websites, online ordering systems, and social media marketing which increase their visibility and attract more customers

LEGAL : compliance with employment and consumer protection laws
And consumer protection regulation, ensuring fair treatment of staff and transparent services for customers

ENVIRONMENTAL: Increased cost of maintaining sustainable practices
Such as eco friendly packaging, responsible sourcing of flowers, and reducing environmental impact.





References

.kotler , P .et al , 2020 principles of marketing , Person

. Johnson ,G ., Scholes ,K and Whittington ,R . 2020

.UK retail and E commerce Market reports

. Course lecture materials

