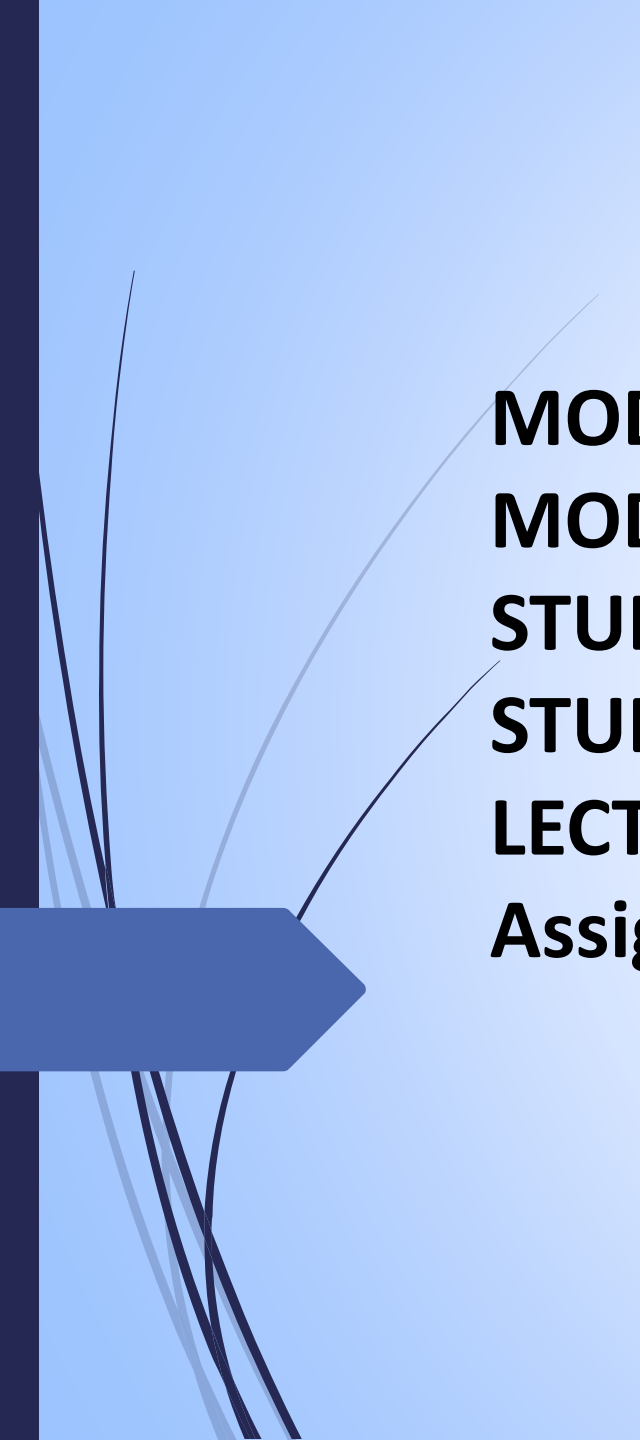




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Assignment 1: Presentation

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Introduction

This presentation is about Green Haven Florist, A small independent flower shop located in Norwich, UK. Founded in 2016 by partners Liam and Priya.

The business has faced several challenges over the last 12 months, which have led to a decrease in sales, rising costs and stronger competition from online flower delivery services.

The aim of this presentation is to look at the problems the business is experiencing, examine the major issues and highlight the factors that causing the decline in customer foot traffic and sales.

Company Background

Green Haven Florists

- **Founded in 2016**
- **Owners are Liam and Priya Patel**
- **Sells Fresh Flowers, Bespoke floral arrangements that cater to corporate, weddings and walk-in clients.**
- **The Shop has strong community ties and an outstanding relationship with Customers.**
- **Uses Eco-friendly packaging**

Problem: Nature and Scope

5W2H

Who: Liam and Priya Patel

What: Significant downturn in revenue

Where: Norwich, UK

When: Over the last 12 months

Why: New Competition, outdated website, more customers prefer to shop conveniently online, rising operational costs, and foot traffic has decreased due to nearby business closures.

How: High operational cost and supply, reduced in-store purchases, loss of clients due to online and big competitors.

How much: 30% drop in sales.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

- The price of imported varieties of flowers has surged due to supply chain and inflation.

ECONOMIC

- New competitors
- Rising costs of flowers and materials

SOCIAL

- Loss of foot traffic
- Many Long-time customers now prefer the convenience and lower price of large online retailers, which offer same-day delivery.

PESTLE ANALYSIS: Green Haven Florists

TECHNOLOGICAL

- Outdated website and difficult to navigate.
- Struggled to keep up with Digital trends

LEGAL

- There may be rules about sustainable packaging waste disposal because the shop uses eco-friendly packaging.

ENVIRONMENTAL

- The shop's commitment to use sustainable materials such as Biodegradable wrapping and locally sourced blooms has become more expensive to uphold.

Cause and effect analysis: Fishbone diagram

Competition

- Delivery option and discounts
- Trendy and strong Instagram marketing

Customers

- Less foot traffic
- Customers prefer to shop online for convenience

Technology

- Outdated website
- Limited online marketing and online ordering

Marketing

- Relying mostly on word of mouth
- Weak social media presence

Costs

- Eco- friendly packaging costs rise
- Rising costs of local and imported flowers

**30%
Decrease
in sales**

Conclusion

In conclusion, Green Haven Florists is facing a drop in revenue, mainly due to Rising costs, online competition, and fewer customers visiting the shop.

Using tools such as PESTLE Analysis, 5W2H, and FISHBONE Diagram helped identify the causes of the problem. This shows that the business needs to adapt to the changing of business environment and online presence to stay competitive and improve sales.

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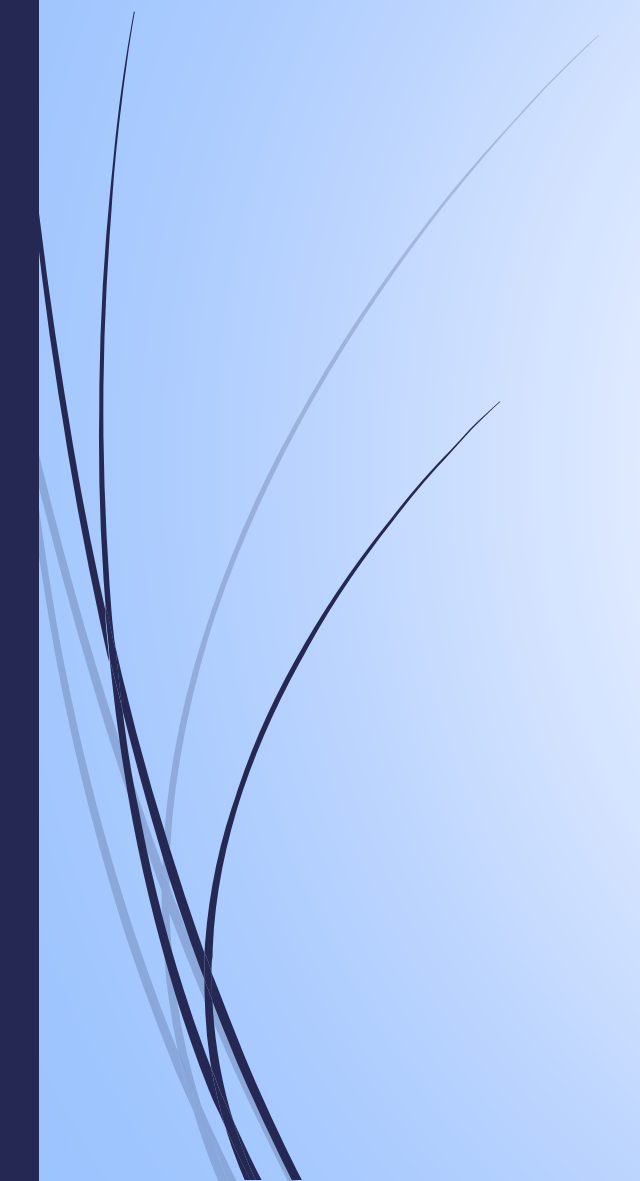
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Thank You!

Questions?