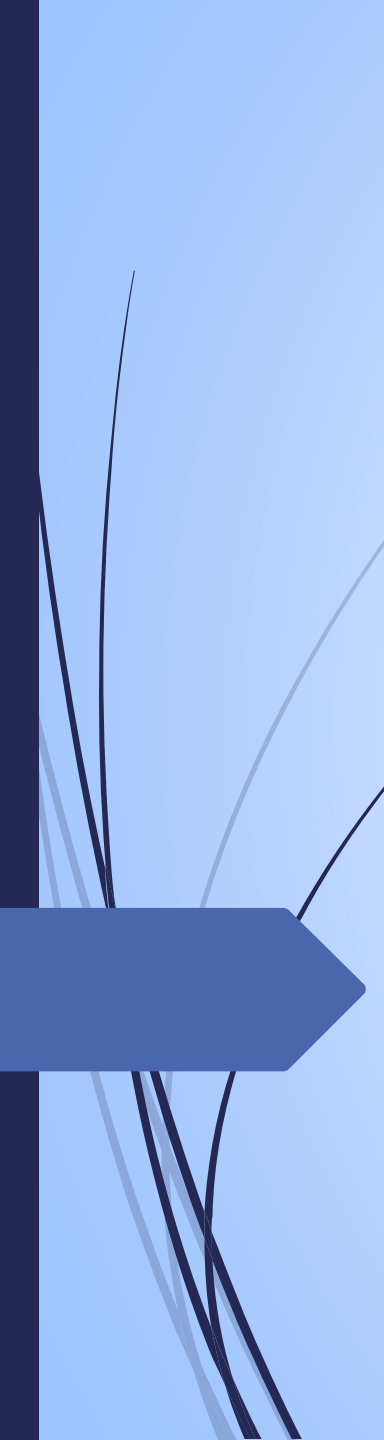




MODULE NAME : PROBLEM SOLVING AND
DECISION MAKING

MODULE CODE:LCLM4004_LON

STUDENT NAME :Audrey Aboueu

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LECTURER: Nerys DOSSEH

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)



Company background

Green Haven Florists

- Founded in 2016
- Owners: Liam and Priya Patel
- Sells :30% decline in last 12 months
- strong community ties

Problem: nature and scope: **5W2H**

➤ **Who:** Liam and Priya Patel

➤ **What:**

- 30% decline in in-store sale over the last year
- reduced foot traffic on the high street due to nearby business closure and more only shops
- Rising operational cost particularly for imported flowers and sustainable materials.
- Outdated website and weak digital presence, limited only sales.
- Increasing competition from flower shop only delivery services and new local competitor.

➤ **Where:**

- The physical store the foot traffic has reduced and declining the sales.
- The website is outdated and difficult to use.
- increased competition from new boutiques florist and national chains.
- Increasing cost of imported flowers and sustainable materials.

➤ **When:**

- The first declined occurred in the last 12 months
- The high street business closer
- Rising of inflation and supply chain disruption
- Growth of the only delivery services

Problem: nature and scope: **5W2H**

➤ **Who**

- Lyam and Priya Patel: the owners of the business
- Customers: the walking customers and the only customers
- Employees: staff relying on the business
- Suppliers: flowers companies and packaging suppliers affected by supply cost
- Competitor: New florist business and opening and national chain influencing the market.

➤ **How**

- Reduced revenue due to the reduction of in-store purchase
- Limited only growth because of outdated website and weak digital promotion
- Pressure on the business as new competitor attracts attention on social media and offers many delivery options.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

- support schemes for small businesses could help green heaven access grants, training or tax relief.
- import regulation and trade policies affect flower prices. Many flowers are imported, so tariffs, Brexit related trade changes and custom procedures can increase cost and delays.

ECONOMIC

- inflation has increased the cost of flowers, packaging and transportation.
- High street decline caused by nearby business closure reduced walk-in traffic and local economic activity.

SOCIAL

- Growth of online shopping as customer prefer convenience and a home delivery.
- Changes of customer demand included subscription services, bouquet of flowers made of currency and flexible delivery options.

PESTLE ANALYSIS: Green Haven Florists

■ TECHNOLOGICAL

- -Outdate website make online order difficult and limit potential online sale.
- -social media marketing like Facebook, Instagram and TikTok have become essential for florist to showcase their arrangements.

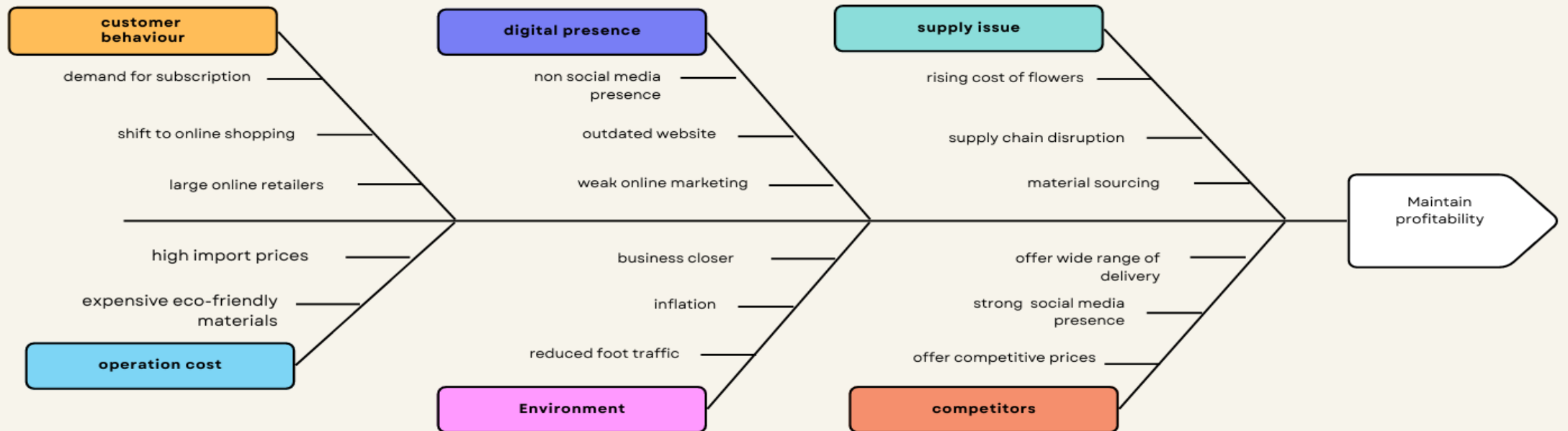
■ LEGAL

- Employment laws: minimum wage and working conditions
- -health and safety regulations related to workplace safety and handling materials.

■ ENVIRONMENTAL

- -climate change affecting global flower production and availability.
- -sustainability expatiations among customer encourage businesses to use ecofriendly packaging and locally sources their materials

Cause and effect analysis: Fishbone diagram



Conclusion

Green heaven florist faces a critical crisis where their personal touch, quality and sustainability are being challenged by external market shift and increasing operational pressure. The decline of foot traffic ,added to the rising cost of both inventory and sustainable materials, has impacted their profitability.

To remain competitive, Liam and Priya will need:

- to modernise aspect of their business.
- They need to improve the website, strengthen their social media presence and marketing, offering delivery option and introducing services such as subscriptions and money bouquet confection. At the same time, the sustainability and personalised services will make the difference from the larger competitors.
- Overall, Geen heaven florist has the potential to adapt to the changing retail environment and thrive as long-term business.

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Thank You



Questions