LCM4004 – Problem Solving and Decision Making

Student name: Isabel Petkova
Student number: 2518088
Lecturer: Mohammad Rahman

Introduction and Context

- A Green Haven Florist is a small business.
- It is a family owned, independent flowering shop that is located in Norwich, UK.
- Liam and Priya Patel are the founders of it, which was founded in 2016.
- It is associated with their custom made flower arrangements and an eco friendly packaging.
- The company has been experiencing the decline of store engagement and market dynamics.

Nature and Scope Of the Problem

- Store sales have reduced by 30 percent in the last 12 months.
- It entails a decline in the foot traffic in the high street.
- There is an increase in the number of consumers shifting to online shopping.
- They are also finding it hard competing with their competitors who have better social media presence.

5W2H Analysis

- **What:** A decrease in revenue and physical customer visits.
- **Why:** Intence competition from other online flower delivery services and a lack of digital engagement.
- **Where:** The physical storefront in Norwich, UK.
- **When:** The downturn has been persistent over the past year.
- **Who:** Impacting the owners, Liam and Priya, and the local customer base.
- **How:** Customers are moving to large online retailers for ease of use and lower prices.
- **How much:** A 30% reduction in sales and rising costs for sustainable materials.

https://www.indeed.com/career-advice/career-development/5w2h-analysis

PESTEL Analysis

Political: New import regulations may affect the sourcing and cost of flowers from international suppliers.

Economic: Inflation is raising import costs and reducing consumer spending on non-essential items like flowers.

Social: Customers increasingly prefer convenience, choosing online ordering and same-day delivery over visiting stores.

Technological: Online ordering systems and social media marketing are essential for reaching and serving customers.
Environmental: Eco-friendly packaging is in demand, but its high cost can reduce profit margins.

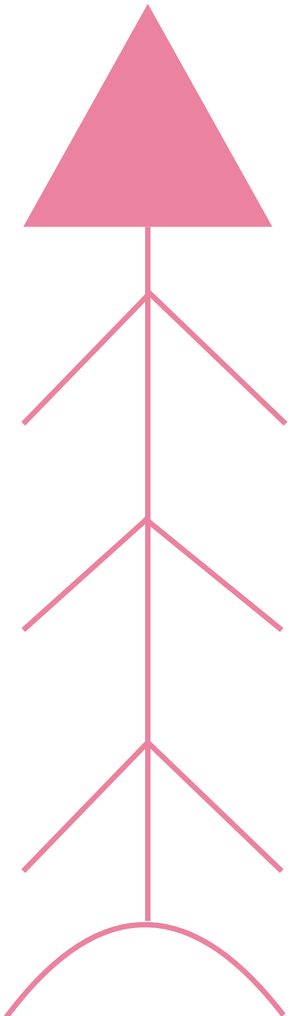
Legal: Flower retailers must comply with retail and consumer protection laws regarding product quality and delivery.



https://assets.publishing.service.gov.uk/media/5a81b94fe5274a2e8ab55843/Tool_3.pdf

Fishbone (Cause-and-Effect) Analysis

Marketing: Word-of-mouth marketing; bad social media marketing.
Technology: A clunky site that is hard to navigate and which has few ordering features.
Competition: Competition with a fashionable local store with high Instagram presence and national chains with aggressive prices.
Location: Fall of Norwich high street because of surrounding businesses closing.
Costs: Supply chain losses and the high cost of the green materials.



https://www.cms.gov/medicare/provider-enrollment-and-certification/qapi/downloads/fishbonerevised.pdf

Key Findings

- Decline in store sales (last 12 months) 30%.
- Poor online coverage and low social media coverage.
- Online ordering and delivery services are demanded more by the customers.
- Increasing costs of operation of imported flowers and, sustainable packaging.
- The company is largely relying on the word of mouth instead of online marketing.
- Emerging local rivals with better brands and online presence.

References

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for
Listening