

ASSIGNMENT 2: INDIVIDUAL REPORT GREEN HAVEN FLORISTS

MODULE TITLE: PROBLEM SOLVING and DECISION MAKING

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PROBLEMS IMPACTING GREEN HAVEN FLORISTS

Green haven florists is a business that making bespoke designs, eco-friendly packaging, and strong community ties. It served walk-in customers, corporate clients, and weddings, attracting environmentally conscious Green Haven Florists, a Norwich-based shop founded in 2016, built its early success on buyers and earning a solid local reputation.

Today, the business is struggling with falling revenue and reduced foot traffic. Rising costs and the rapid growth of online flower delivery services have reshaped customer expectations toward convenience and digital access. This shift has exposed a gap between Green Haven's traditional in-store model and the increasingly online, price-sensitive met. The core challenge is adapting the business to this new environment while preserving the qualities that originally set it apart.

TWO SOLUTIONS PROPOSING and DETAILS TO RESOLVE GREEN HAVEN FLORISTS' PROBLEM

Green Haven Florists can address its falling sales and changing customer expectations by introducing two key solutions.

First, the business should develop an online ordering and delivery system. Creating a straightforward, user-friendly website would allow customers to browse products, place orders, and arrange delivery without visiting the shop. This would help replace the loss of foot traffic and meet the growing demand for convenience. A strong online presence also opens the door to new customers and provides an additional, reliable income stream.

The second solution is to introduce subscription services and workshops. Offering weekly or monthly flower subscriptions would give customers regular access to fresh, seasonal bouquets while providing the business with predictable, recurring revenue. This service could be managed through the updated website, making it easy for customers to sign up, change their plan, or schedule deliveries. Alongside subscriptions, Green Haven could run simple flower-arranging workshops to attract more engagement, build community interest, and strengthen customer loyalty. These workshops add value, create memorable experiences, and encourage repeat business.

Together, these solutions modernise the business, increase convenience, and create steady income, helping Green Haven adapt to current market trends and secure long-term solution.

3.A PMI TECHNIQUE

1.Digital sales and delivery

Plus: Makes buying easier, reaches more customers, and adds a new income stream.

Minus: Costs money to set up and increases competition online.

Interesting: Could attract customers from outside Norwich and provide useful data for future decisions.

2. Subscriptions and workshops

Plus: Gives steady income and builds strong customer relationships.

Minus: Needs reliable stock and staff time; workshops may have limited demand.

Interesting: Turns the shop into an experience-based brand and helps justify premium pricing.

workshops. Subscriptions give steady income, and workshops strengthen community ties. These activities are hard for big online companies to copy, helping Green Haven stand out.

3.b PREFERRED SOLUTION

The subscription service is the better choice because it gives the business steady, reliable income. It also uses the company's existing strengths, like quality and sustainability, without needing big changes.

Improving the website helps, but it doesn't guarantee sales.

Subscriptions encourage repeat buying and stronger customer relationships, making them a more dependable long-term and it can also boost shop income by proposing discounts for buying. For example: buy one product and get one free or buy one product and get discount for the second o

According to (Shukla, et al., 2025) Subscription services have changed how customers choose to buy, giving businesses a steady income while offering people convenience, personalised experiences, and ongoing access to products or services.

4.A RISK ANALYSIS

Low sign-up numbers

This may happen at a medium level and would have a big effect begin with a small launch and use discounts to encourage interest

Delivery issues

There are a medium chance and a moderate impact; organise fixed delivery days to keep things running smoothly

Supply shortages

This is likely and could cause major problems; rely on local flower suppliers to reduce delays

Unhappy customers

Unlikely but still important; offer easy, flexible cancellation options to keep customers satisfied

4.B RISK ANALYSIS RESULT EXPLANATION

- The risk analysis shows that the subscription service has some challenges, but they can be managed with careful planning. Issues like low customer interest or supply problems can be reduced by starting with a small trial and using local, seasonal flowers.
- Giving customers flexible options, such as pausing or cancelling, helps keep them satisfied and reduces dropouts. Although risks exist, they are not severe and can be controlled.
- The benefits of steady, reliable income and stronger customer relationships are much greater than the drawbacks.
- Overall, the subscription model offers a practical, stable, and effective long-term solution for the business.

5.A IMPLIMATION PLAN ON 6 MONTHS

Month 1: Plan pricing and options

Define the subscription tiers, set clear pricing, and decide what each package includes. Finalise delivery frequency, flower types, and any add-on options.

Month 2: Update website and systems

Add a subscription section to the website, set up payment and renewal systems, and prepare backend tools for managing orders, deliveries, and customer accounts.

Month 3: Launch trial

Run a small pilot with a limited number of customers to test the process. Collect feedback, fix issues, and adjust pricing or delivery schedules if needed.

Months 4–6: Full launch and promotion

Roll out the full subscription service, promote it through social media, email marketing, and in-store displays, and monitor performance to make improvements.

5.B JUSTIFICATION

The plan is effective because it is simple to follow and keeps risks low. For the beginning with a planning stage make sure that pricing, service options, and processes are fully organised before launching. A small trial run helps identify the problems early and provides time to make improvements before expanding. Gradually rolling out the full service over several months reduces mistakes and prevents the team from becoming overwhelmed. This structured, step-by-step method also supports better management of time, staff, and resources. Overall, the approach leads to a smoother launch and increases the likelihood of long-term success.

6.A KPI and SMART OBJECTIFS

The key KPI for this plan is the number of subscribers, as this clearly shows how well the subscription service is performing.

The SMART goal is to reach 50 subscribers in six months, focusing mainly on local customers who are more likely to use the service regularly.

This target is specific and easy to measure, and it is realistic for a small business starting a new offer. It also supports the aim of creating steady income and building stronger customer loyalty. The six-month timeframe makes progress easy to track and adjust if needed.

6.B MONITORING and EVALUATION

The business can monitor progress by checking how many new subscribers join each month and how many customers stay subscribed. If subscription numbers are low, the team can adjust prices, improve marketing, or offer promotions. Customer feedback and repeat orders also help show whether the service is meeting expectations.

Evaluating these results regularly allows the business to see what is working and what needs improvement. By reviewing performance each month, the business can make quick changes, improve the service, and ensure the subscription model continues to grow steadily and successfully.

SUMMARYSE

- Sales are dropping because of reduced foot traffic and stronger competition
- Customers prefer online, convenient services
- Subscription service offers steady, predictable income
- Risks are low and can be managed with planning
- The implementation plan is simple and easy to follow
- KPI (number of subscribers) helps track progress clearly
- The subscription model is the strongest long-term solution

Two main solutions were considered: a subscription service and an improved website

REFERENCE

Shukla, S., Kumari, R. and Thakur, D.S., 2025. Effectiveness of subscription model in modern marketing. *International journal for novel research in economics, finance and management*, 3, pp.269-281.