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Module name: Problem Solving And Decision Making, Group 1

Individual Presentation: Green Haven Florists

A background image of tulips in various colors including pink, red, orange, and purple, with some flowers in sharp focus and others blurred in the background. The tulips are growing on green stems.

INTRODUCTION:

Green Haven Florists is a small and independent flower shop in Norwich, UK.

**It was founded in 2016 by Liam and Priya Patel.*

**known for espoke arrangements and eco-friendly packaging.*

**Recently facing decline in revenue and foot traffic.*

This presentation analyses the issues affecting the bussines.



NATURE AND SCOPE OF THE ISSUES:

- *30% decline in in-store sales;*
- *reduced high street foot traffic;*
- *customers moving to online flower retailers;*
- *rising flower supply costs;*
- *strong competition with lower prices and delivery services.*



5W2H ANALYSIS:

WHO: Green Haven Florists owners and customers.

WHERE: Norwich, UK retail flower market.

WHAT: Declining in-store sales.

WHEN: Last 12 months.

WHY: Online competition and changing customer behaviour.

HOW: Shift toward online purchasing.

HOW MUCH: Around 30% sales decline.



PESTEL ANALYSIS:

POLITICAL: *Government regulation and import regulations.
Retail operations.*

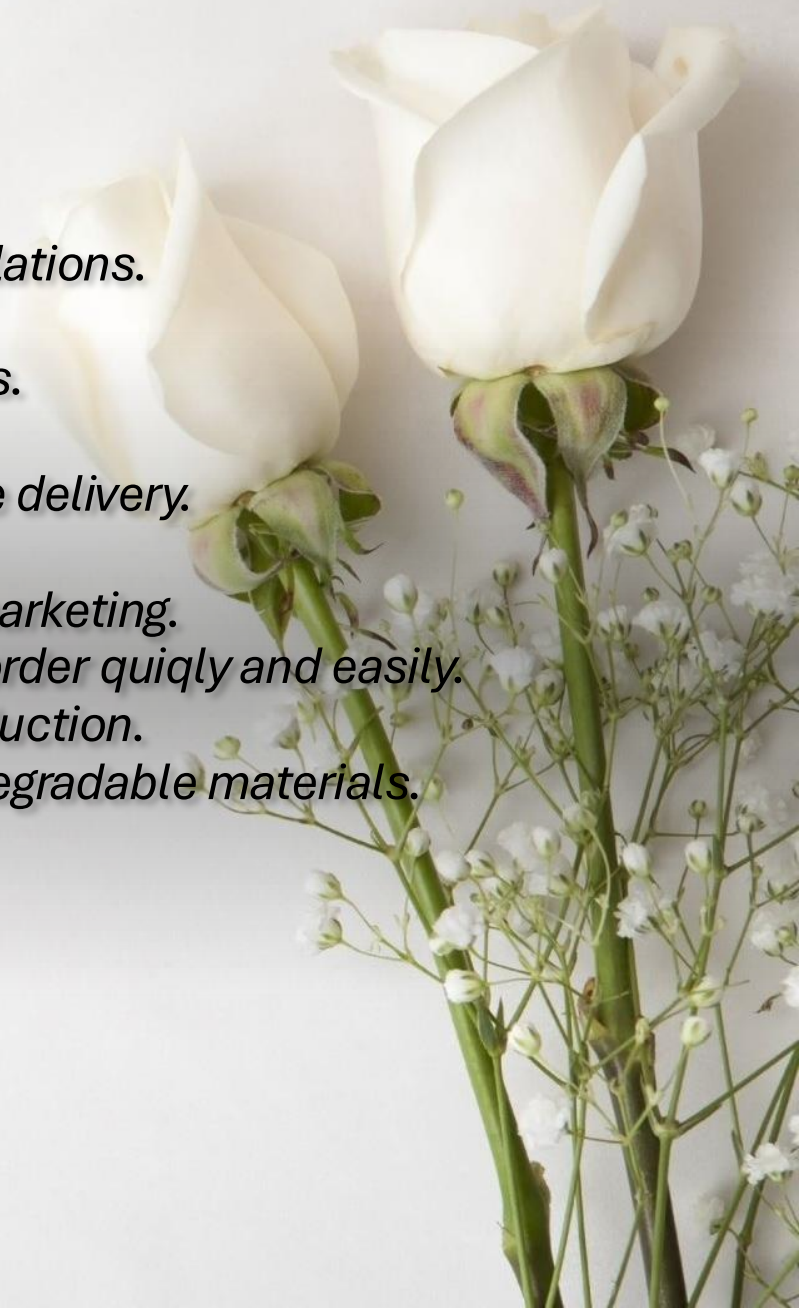
ECONOMIC: *Inflation increasing flower prices.
Consumer spending power.*

SOCIAL: *Customers prefer online shopping and home delivery.
Growing interest in eco-friendly packaging.*

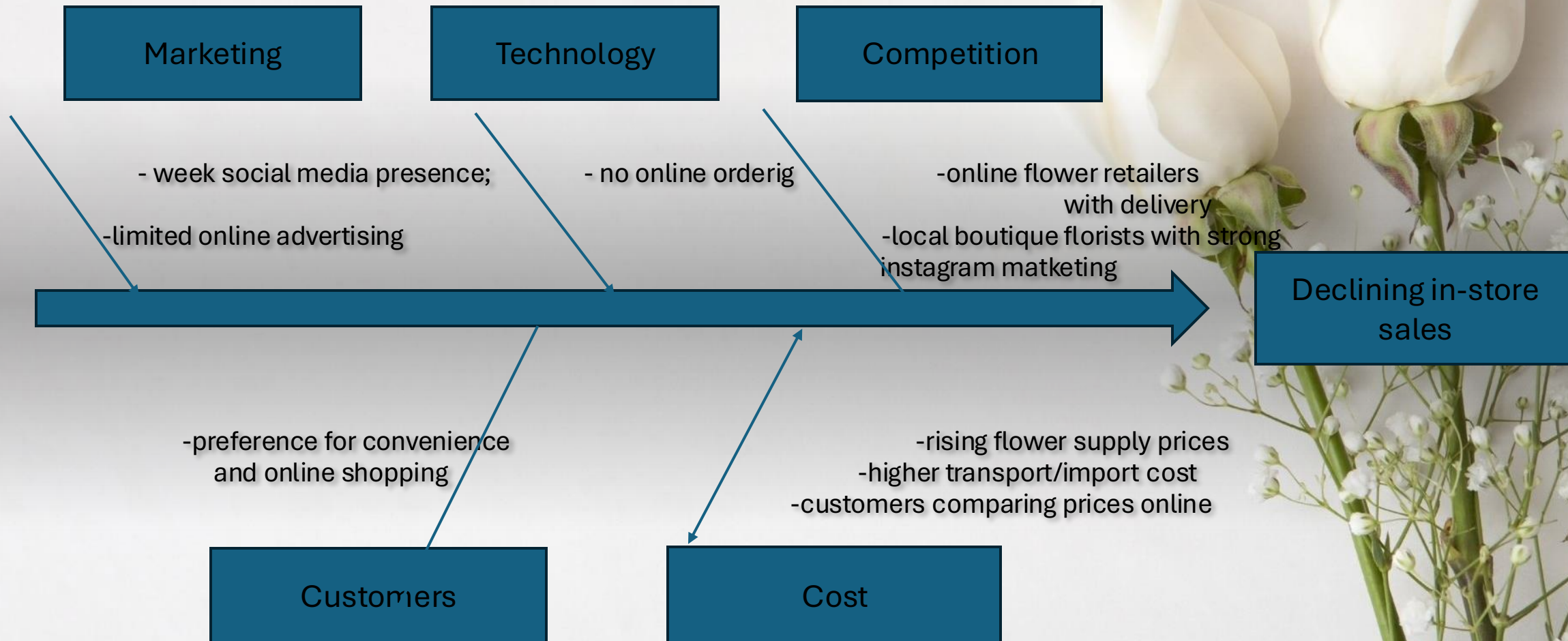
TECHNOLOGICAL: *Competitors use strong digital marketing.
Online flower retailers allow customers to order quickly and easily.*

ENVIRONMENTAL: *Climate impact on flower production.
Demand for recyclable or biodegradable materials.*

LEGAL: *Consumer protection laws.
Employment and labour laws.*



FISHBONE DIAGRAM – CAUSES OF DECLINING SALES



SUMMARY:

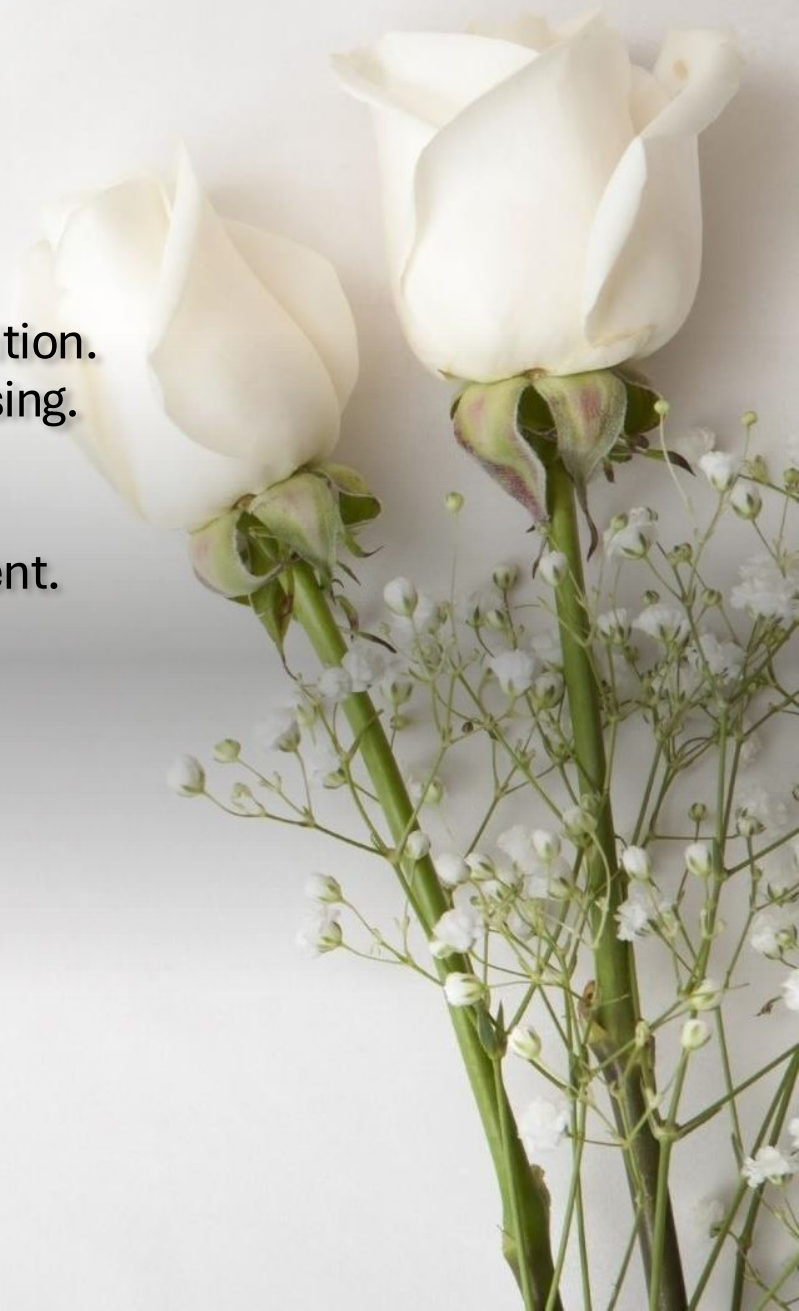
Green Haven Florists faces strong digital competition.

Customer behaviour is shifting to online purchasing.

Limited digital marketing affects visibility.

Rising supply costs impact profitability.

Website and delivery services need improvement.



ACTION PLAN:

- *Improve website and online ;*
- *Increase social media marketing;*
- *Expand delivery option;*
- *Promote eco-friendly brand identity;*
- *Offer delivery services.*



REFERENCES:

- *Statistica (2023) Online Flower Market Trends*
- *Mintel Reports – UK Florist Industry*
- *Gupta, A (2013) "Environment and PESTEL analysis", International Journal of Modern Social Sciences, 2 (1), pp. 34-43*
- *Mind Tools(2023) Fishbone Diagramme , available at :<https://www.mindtools.com>*

