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Module Code: LCLM 4004

Module Name: Problem Solving and Decision-Making

Component 1: Green Haven Florists

Introduction to Presentation

- Good Morning, My name is Hafsa..
- Green Haven Florists
- Independent - Norwich
- Problems faced
- Business models used

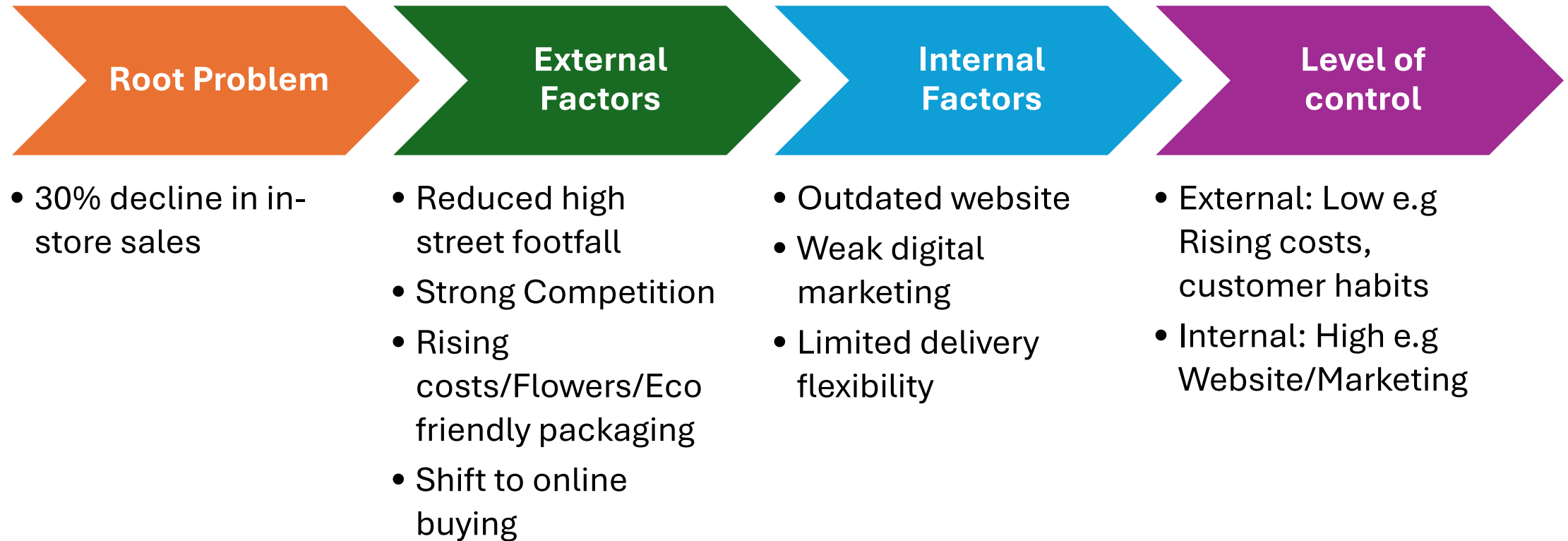


Overview of the Case Study

- Founded 2016 (Liam and Priya Patel)
- Bespoke floral designs & Sustainability
- Wide customer base
- In-store Sales declining
- Purpose of study



Problems facing Green Haven Florists



5W2H Analysis to Green Haven Florists

What is the issue?

- 30% Decline in in-store sales (12 months)

Where is the issue occurring?

- Norwich High Street store

When did the issue arise?

- Gradual decline over past year

Who is affected by the issue?

- Owners (Liam & Priya)
- Employees

Why is the issue occurring?

- Online competition
- Lower prices and delivery convenience
- Limited digital presence

How has the issue developed?

- Customer shift to online buying

How much ?

- The store has lost around 30% of its sales

Critique of the Pestel Framework

What is PESTEL?

- Helps businesses understand opportunities and risks outside their control
- Tool to analyse external factors: Political, Economic, Social, Technological, Environmental, and Legal factors

Why use it?

- Spot opportunities and risks
- Helps Businesses plan strategy

Where/how used?

- Strategy planning
- Market analysis
- International Business

Benefits:

- Simple/easy to follow
- Helps identify threats and opportunities
- Can plan for future

Criticisms:

- Snapshot only – can become outdated
- Focuses on external factors
- Ignores internal strengths/weaknesses

PESTEL Application and Discussion

Political Factors

Rules from the local government for running a shop

Opening hours safety rules and permits

Economic Factors

- 30% Drop in in store sales
- Prices of flowers and supplies going up
- Fewer customers in store

Social Factors

- More people buying flowers online
- Customers like home delivery

Technological Factors

- Website is old and hard to use
- No online ordering system
- Competitors using social media

Environmental Factors

- Flowers are seasonal and not always available
- Customers care about eco friendly packaging

Legal Factors

- Must follow health and safety rules
- Must follow employment laws for staff

Provide a critique of the Cause-and-Effect Model

What is it:

- Diagram to identify causes of a problem
- Called cause-and-effect diagram or fishbone diagram

Why use it:

- Focus on root causes not just symptoms
- Helps decide what to fix first

Where/How is it used:

- Businesses across operations, sales, customer service
- Used in any area with complex problems

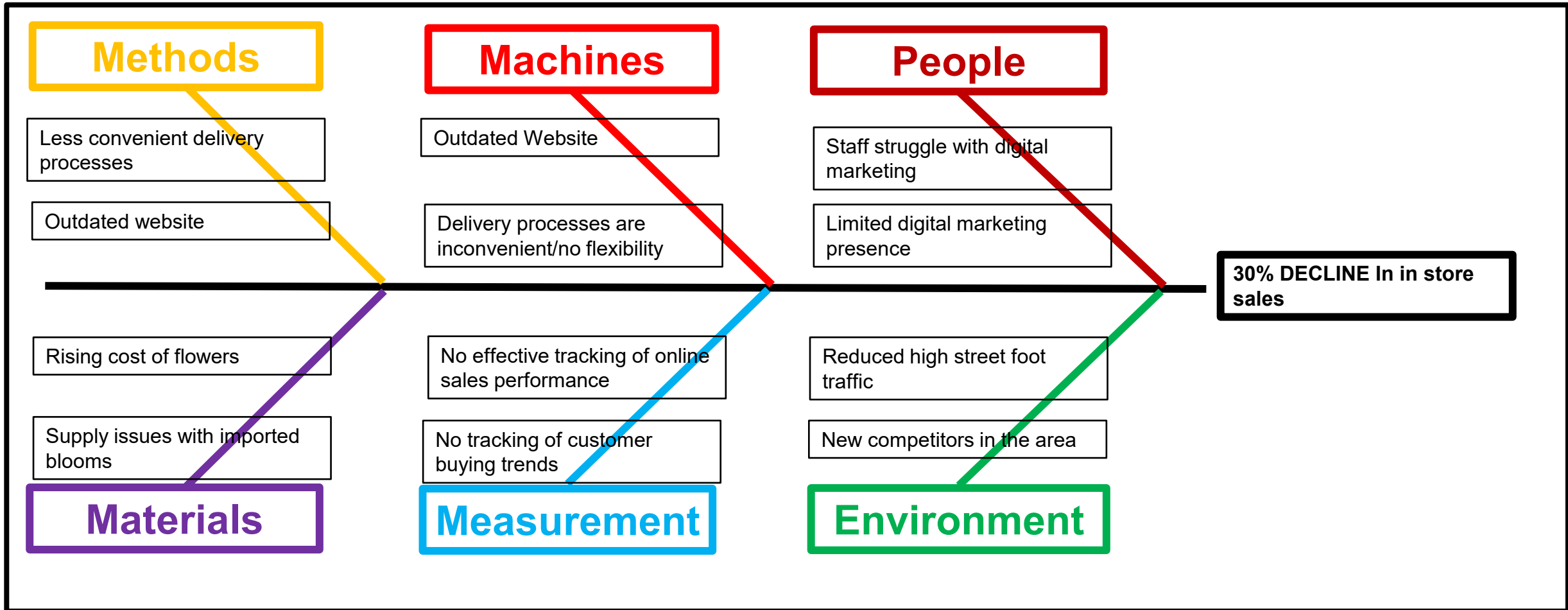
Benefits:

- Easy to understand
- Encourages teamwork and structured thinking
- Focuses on main problems

Criticism

- Doesn't show which causes are most important
- Needs correct information
- Shows problem not solutions

Fishbone Diagram – Causes of Decline in Sales



Key Findings Summary

Declining Foot Traffic: In-store sales down, online shopping rising



2. Rising Costs: Flowers & Eco-packaging expensive, profit pressure



3. Digital Limitations: Website outdated, online orders low



4. Increased Competition: New local and national florists, convenience & pricing



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THANK YOU
FOR
LISTENING

