

**MODULE NAME: PROBLEM
SOLVING AND DECISION
MAKING**

MODULE CODE : LCLM4004

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**ASSIGNMENT:
PRESENTATION**





OVERVIEW

Introduction

Company background

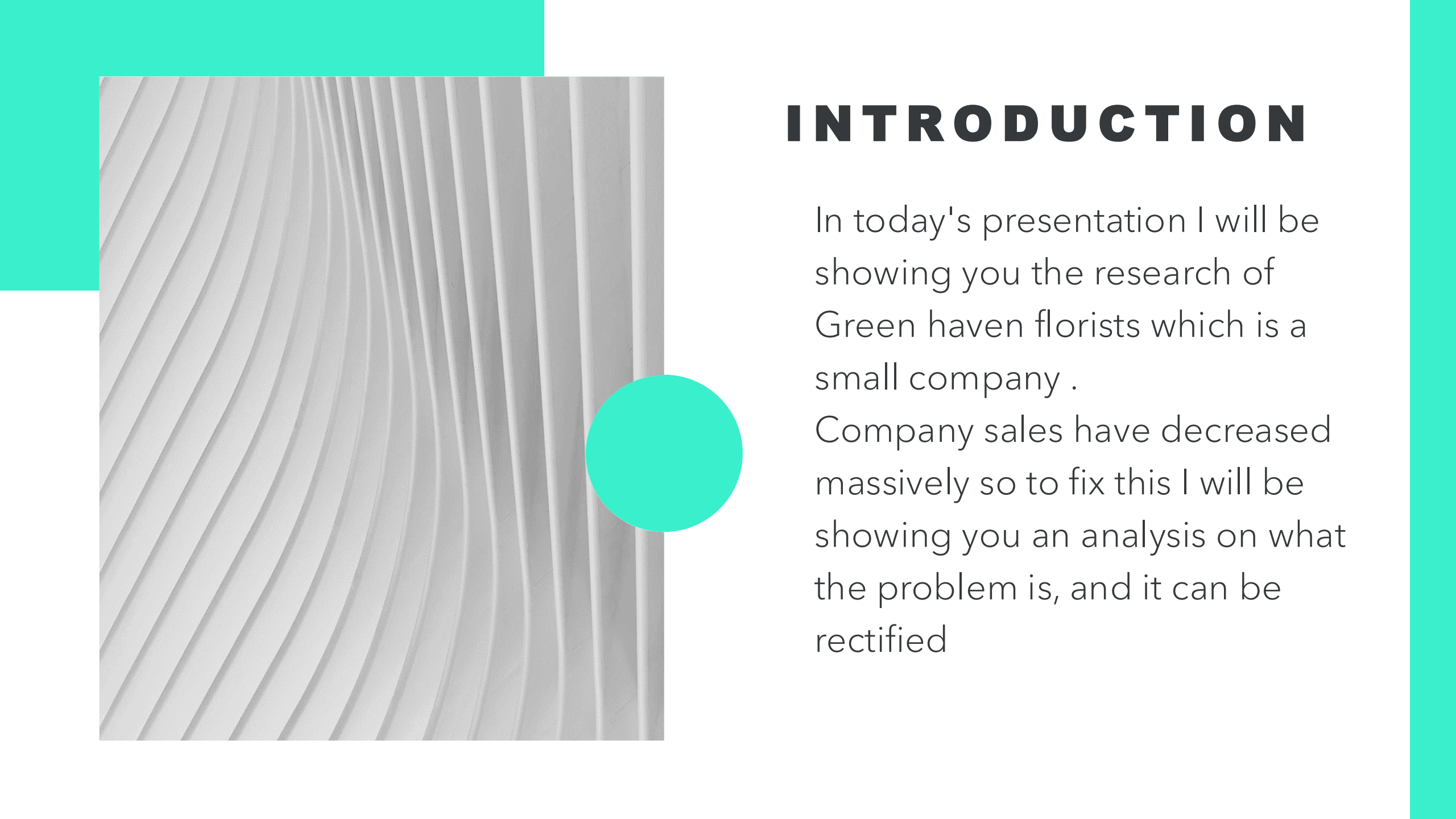
Problem : nature and scope

PESTLE ANALYSIS: Green Haven florists

Cause and effects analysis : Fishbone diagram

Conclusion

References



INTRODUCTION

In today's presentation I will be showing you the research of Green haven florists which is a small company .

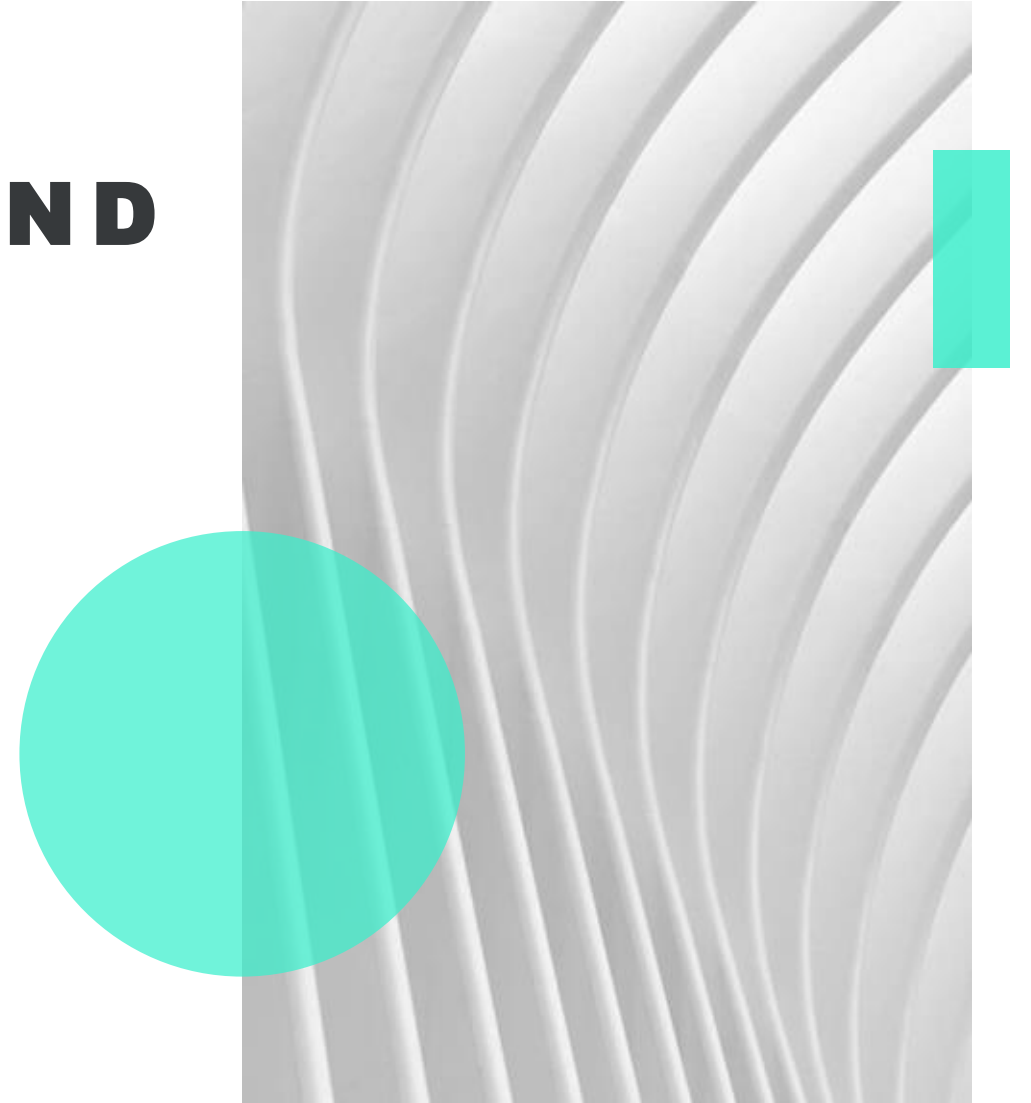
Company sales have decreased massively so to fix this I will be showing you an analysis on what the problem is, and it can be rectified

COMPANY BACKGROUND

Green haven florist was founded in 2016 by Liam and Priya Patel on a high street in Norwich.

They are an independent flower shop that cater to a wide range of customers and offer catering for weddings, shows that they have a variety of products and services.

The florists also aims to use eco-friendly packaging which resonates with environmentally friendly customers and leads them to having a local target audience and unique selling propositions.



PROBLEM : NATURE AND SCOPE

To help present to you the problem I will be using the 5W2H method:

- What - Nature - Green haven in-store sales have declined to 30% due to them not having any online resources for customers
- Why- This happening because the increase of online shopping which is more convenient and a global trend. Other florists offer discounts and same day delivery while Green haven have an outdated website and No social media presence
- Where - Norwich
- When -The past 12 Months
- Who -Liam and Patel
- How - They will have to get social media leverage and post shoppable post on Instagram and Facebook also Tik Tok and create a website which is mobile friendly due to over 60% of user browse on their phone. They can also use marketing ads on social media or google.
- How much - £15,650

PESTLE ANALYSIS

Political factors –

Support for local businesses - government promote local business which can provide opportunities for growth or partnership

Trade policies- flowers and supplies that are imported trade agreements may affect cost and availability

Economic factors –

Pricing – cost of flowers and supplies due to seasonal changes or economic conditions can impact the company profit

Market demand – economic conditions leads consumer spending to non-essential item like flowers.

Social factors –

Cultural events – Weddings , holidays like Mother's day and Valentine's day and other celebration drive flower sales.

Consumer trends – increased demand for sustainable and locally sourced products may influence green haven to adapt to offerings.

Technological factors –

E- commerce growth – increasing shift towards online shopping which means a strong web presence and e-commerce capabilities are needed for green haven florists

Social media marketing – using platforms like Tik tok and Instagram can enhance brand visibility and customer engagement

Legal factors –

Consumer protection Laws – Understanding regulations that protect consumers guides marketing and sales practices

Environmental regulations – laws concerning waste disposal and sustainable practices are important to business reputation

Environmental Factors –

Climate change – weather patterns influence flower availability and costs adapting ton this change can be crucial for long term growth

Sustainability practices – increasing attention to environmental impact may require green haven florists to restock on more eco-friendly products

CAUSE AND EFFECTS : FISHBONE DIAGRAM



CONCLUSION

- To conclude Liam and Priya need to consider a lot of factors. The main factor they should begin improving on is social media and marketing for their website and business brand and challenging other online florists by having discounts and special offers to consumers.

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