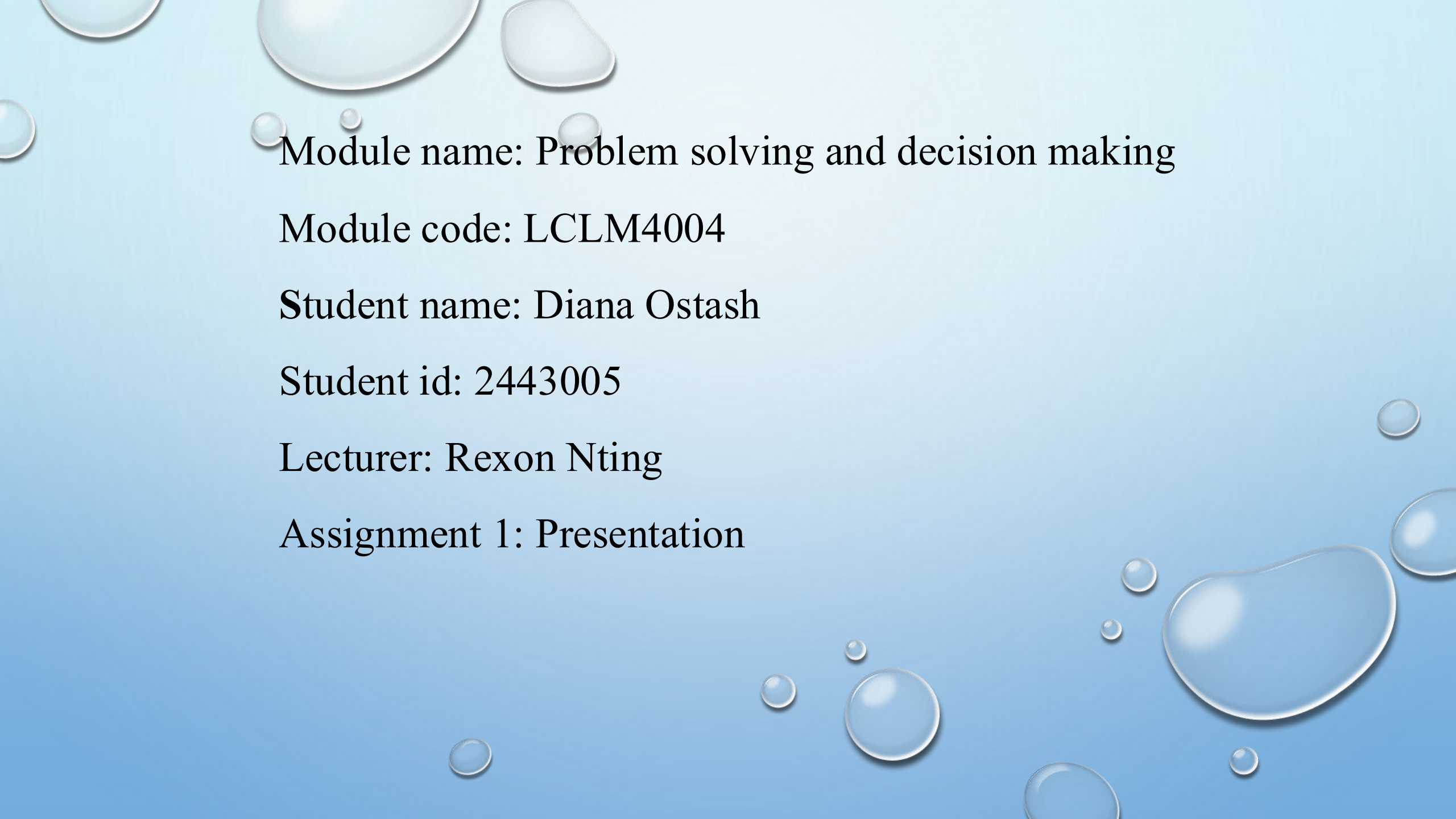




Module name: Problem solving and decision making

Module code: LCLM4004

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Student id: 2443005

Lecturer: Rexon Nting

Assignment 1: Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone Diagram

Conclusion

References

INTRODUCTION

- Green haven florists is facing a 30% decline in in-store sales over the past year.
- The business struggles to adapt to changing customer behaviour, online competition, and rising operational costs.
- Understanding the causes of this downturn is essential to develop strategies for recovery.

COMPANY BACKGROUND

Founded: 2016, Norwich, UK

Owners: Liam and Priya Patel

Sells: Bespoke floral arrangements, eco-friendly packaging

Reputation: strong community ties, sustainable ethos

Customers: walk-ins, weddings, and corporate clients

Known for quality, creativity, and environmental responsibility



PROBLEM: NATURE AND SCOPE

Who	Liam and Priya Patel(owners), customers, local suppliers
What	30% decline in in-store sales, outdated website, rising cost
Where	Norwich, UK (declining high street activity)
When	Over the past 12 months
Why	Increased online competition, changing consumer habits, inflation
How	Fewer customers visiting the shop, cost of eco-materials increasing
How much	30% drop in revenue, reduced profit margins

PESTLE ANALYSIS: GREEN HAVEN FLORISTS

Political

- Import regulations after Brexit increase the cost of flowers.
- Government support for local small businesses may offer opportunities.

Economic

- Inflation and energy costs increase operational expenses.
- Customers are more price-sensitive, preferring cheaper online retailers.

Social

- Consumers prioritise convenience and online shopping.
- Growing awareness of sustainability and eco-friendly choices.

Technological

- Competitors use social media and SEO marketing effectively.
- Green Haven's website is outdated and not user-friendly.

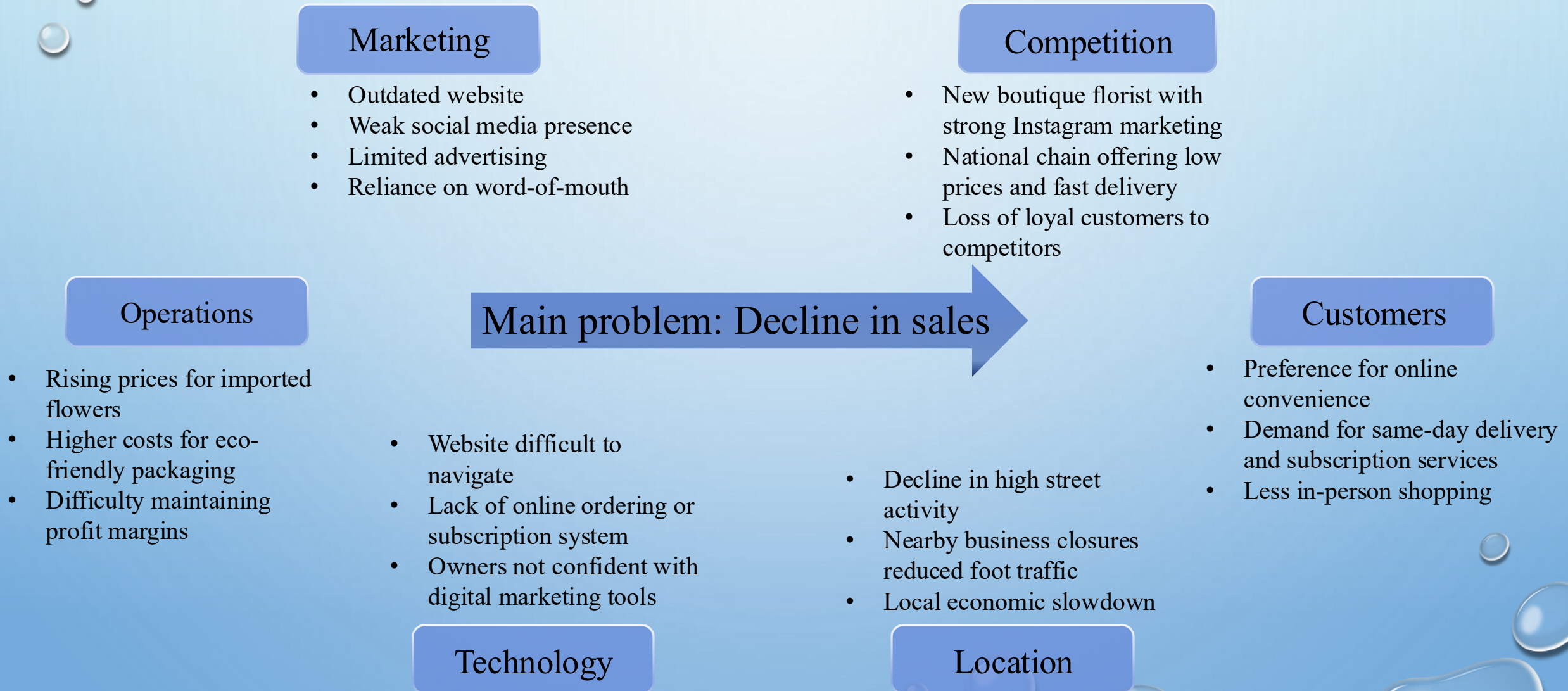
Legal

- Regulations on packaging waste and sustainability compliance.
- Health and safety standards for perishable goods.

Environmental

- Climate changes affect flower supply and prices.
- Sustainable materials increase costs but attract eco-conscious buyers.

CAUSE AND EFFECT ANALYSIS: FISHBONE DIAGRAM



CONCLUSION

Key points:

Green Haven's challenges are caused by both external pressures and internal limitation.

The company should:

- Modernise its website and offer online subscriptions.
- Invest in digital marketing (Instagram, Google ads).
- Continue promoting their eco-friendly image as a unique selling point.

By combining sustainability with a stronger online presence, Green Haven Florists can rebuild customer loyalty and regain profitability.

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THANK YOU!