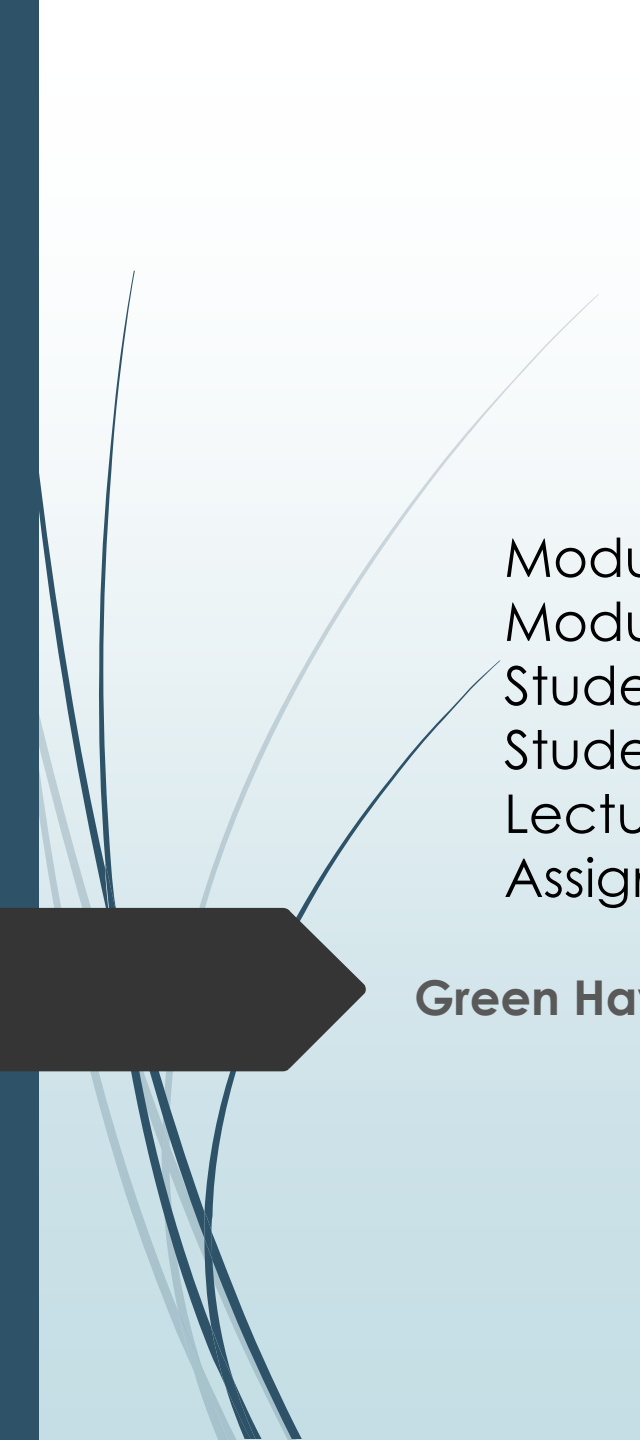




Module Name: Problem Solving and Decision Making

Module Code: LCLM4004

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Assignment: 1: presentation

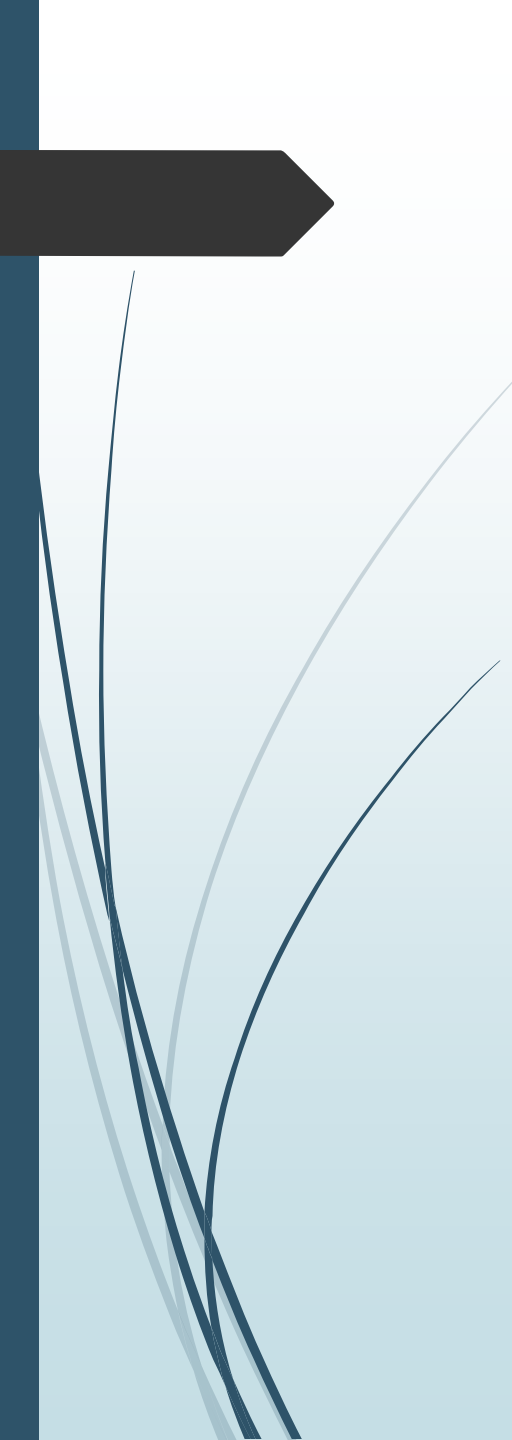
Green Haven Florists



OVERVIEW

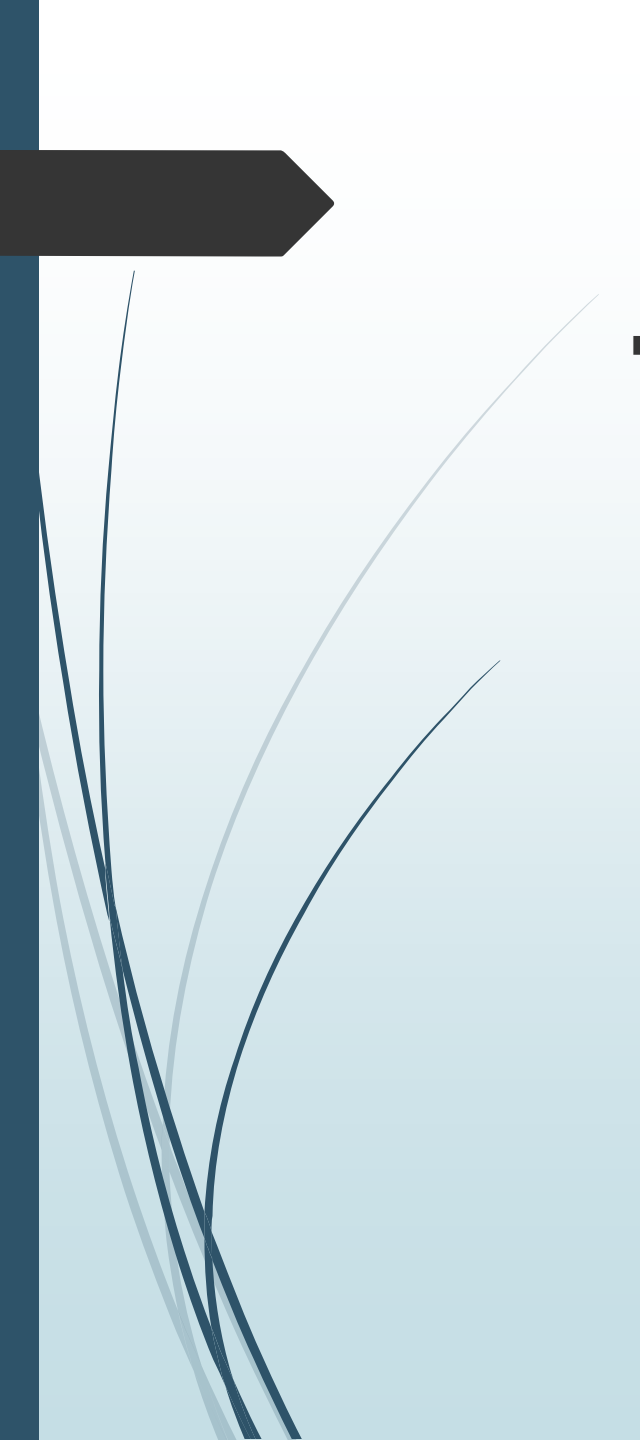


- Introduction
- Company background
- Pestle Analysis: Green Heaven Florists
- Cause and effect analysis: Fishbone
- Conclusion
- Reference



Introduction

- Hi, my name is Shahed.
- Today I will talk about Green Haven Florists, a small independent flower shop.
- The main aim of this presentation is to identify the business problems, analysis external factors that affect the shop, and find the root causes using a fishbone diagram. I will finish with a short conclusion and references.
- First, I will give a short background about the company. Then I will use a PESTEL analysis look at important external factors. After that, I will show the roots of the problems. Finally, I will give the key findings and recommendations.
- Now I will move on to the company background.
- Green Haven Florists is part of the wider retail industry, like other small business such as fashion shop must respond to changes in customer preferences and competition from large stores and online platforms.



Green haven Florists

- In this module, problem solving and decision making, we learned that before making any decision it is very important to research and understand the problem context. This means looking at why the problem happened, where it started and who is affected by researching the context, managers can collect useful facts and evidence instead of guessing. Understating both internal factors like management and staff, and external factors like competition and customers and behaviours, helps to find the real cause of the problem and choose the best solution.



About Green Haven Florists

- Company background
- Green Haven Florists is a small independent flower shop located in Norwich, UK.
- It was founded in 2016 by two partners, Liam and Priya Patel.
- The shop became well known for its beautiful, custom-made flower arrangements, eco-friendly packing and its strong ties with the local community
- However, in the past year, the company has faced some serious challenges.
- They've seen a drop in foot traffic, rising costs, and strong competition from online flower delivery services.
- This means the business now needs to adapt and find new ways to stay competitive.
- Now that we know a bit about the company, let's look more closely at the main problem they are facing.



5W2H Methods

- What: 30% drop in store sales in the past year
- Why: Customers moving to online shopping and strong competition
- Where: Green Haven Florists shop in Norwich high street
- When: Problem started over the last 12 months
- Who: Affects owners Liam and Pariya, staff, and local customers
- How: Loss of foot traffic, higher costs, weak online marketing
- How much growth: Large impact on profitability and growth
- Green Haven florists has both internal stakeholders-like employees and owners.
- External Stakeholders, such as customers, suppliers, and the local community.



PESTLE ANALYSIS

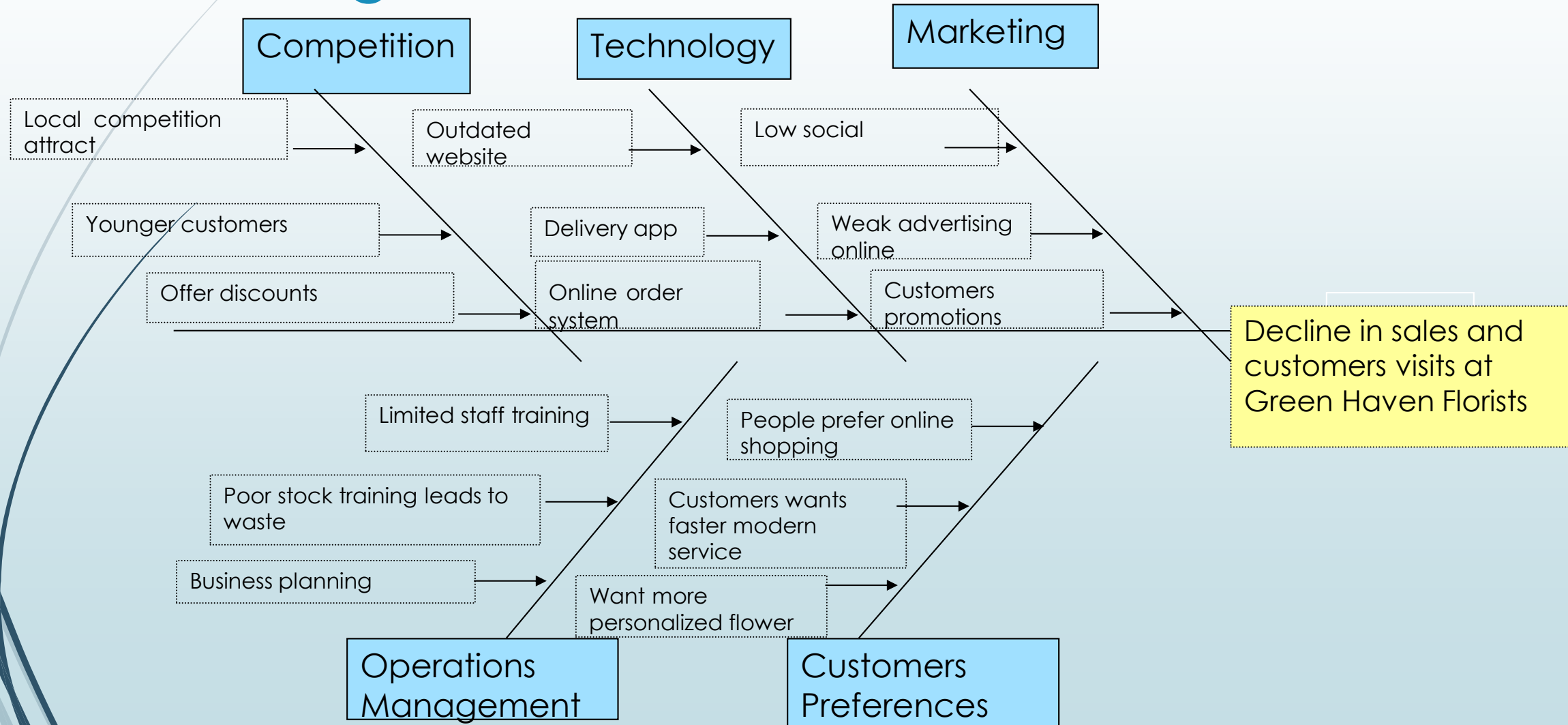
- Political: Uk business rules support small eco-friendly companies.
- Brexit caused import delays for flowers and materials
- Economic: Inflation increased flower prices and delivery costs
- Customers are shopping less due to the cost-of living crisis
- Social: People prefer online shopping and quick delivery. Growing interest in sustainability and local products.
- Technological: Strong competitors have modern websites and social media, and Green Haven's website is outdated and needs improvements.
- Environmental: Focus on eco-friendly packaging helps the brands.
- Legal: Must follow health and safety and consumer protection laws.

SWOT as a problem-solving

- The SWOT framework helps identify Green Havens strengths, such as eco-friendly values, and weaknesses, such as low online presence. It also highlights opportunities, like offering subscription flowers services, and retailers. Using SOWT helps managers plan solutions based on real business factors.



Cause and Effect Analysis: Fishbone Diagram





conclusion



- Conclusion and Recommendations
- Green Haven Florists faces declining sales and customer visits
- Main causes: Weak marketing, poor technology competition, and changing customers habits.
- Needs to improve online presence and customers experience.
- Focus on training, social media, and eco-friendly branding.
- Aim: attract more customers and grow sales again.

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