



MODULE CODE : LCLM4004

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Assignment 1: Presentation



# Introduction

In recent years, physical stores have undergone some changes due to the rise in online sales. I will illustrate this fact in relation to a small flower shop located in Norfolk, thus showing the importance of the impact of new forms of sales, especially online.



## Green Haven Florists

- Is a small, independent flower shop;
- Located in Norwich, UK;
- Founded in 2016 by partners Liam and Priya Patel;
- Green Haven Florists has recently faced a significant challenge, 30% decline in-store sales over the past year. While there's been a slight uptick in online orders, it hasn't been enough to offset the drop in foot traffic.



# Pestle Analysis

## **POLITICAL:**

- ✓ Political changes and regulations can impact local businesses;
- ✓ Local government policies may affect their operations and market access.

## **ECONOMIC:**

- ✓ Costs of fresh flowers and sustainable materials due to inflation and supply chain disruptions.

## **SOCIAL:**

- ✓ Social trends indicate a marked shift in consumer behavior towards online shopping;
- ✓ As customers seek convenience and lower prices, Green Haven's traditional business model faces challenges in attracting foot traffic.

## **TECHNOLOGICAL**

- The need for an updated website and improved digital marketing strategies is imperative to engage customers effectively and enhance online sales.

## **LEGAL**

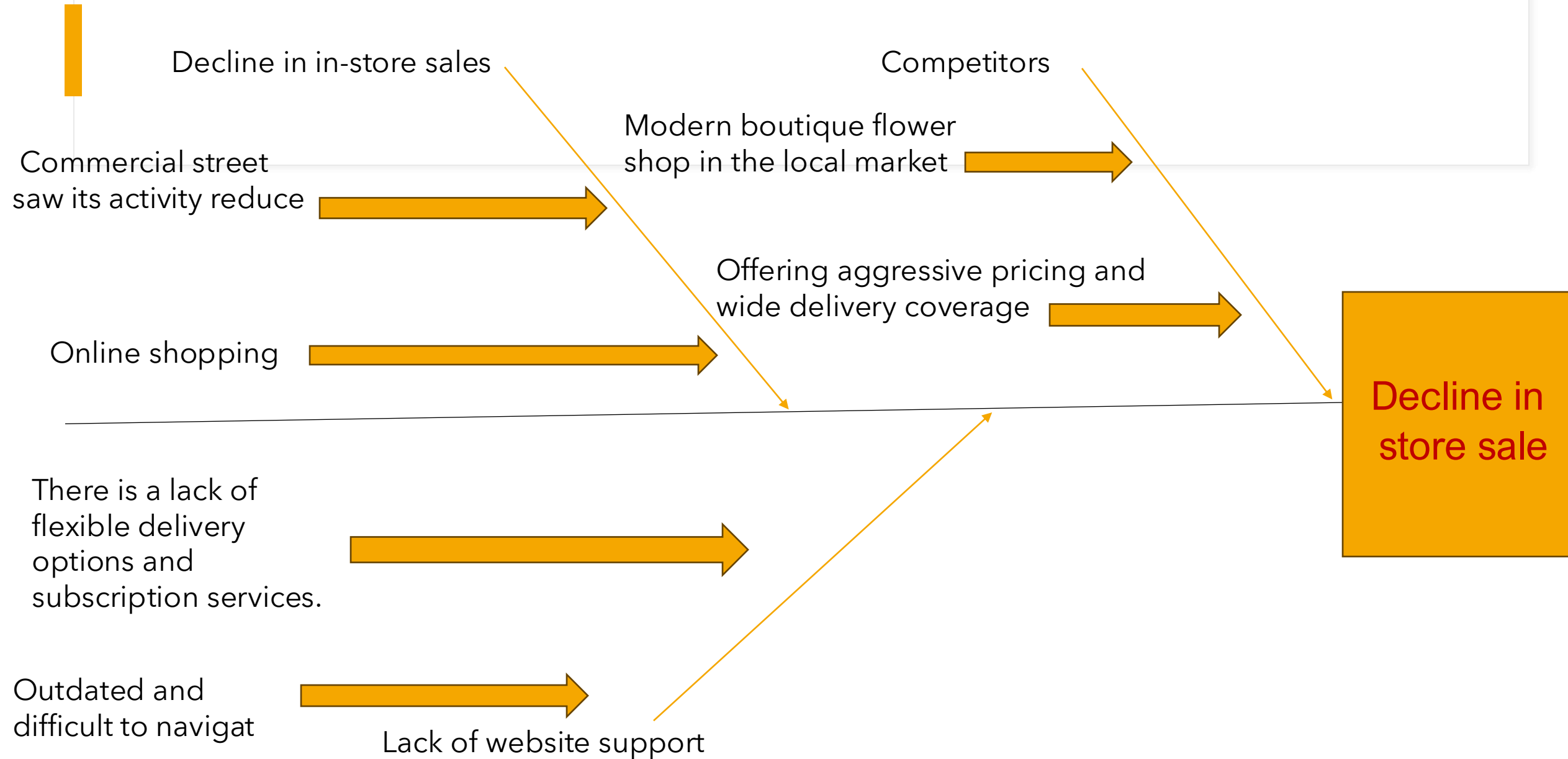
- ✓ with local business laws and regulations, play a crucial role in Green Haven's operations. Adhering to these laws ensures the business operates smoothly and avoids any legal complications.

## **ENVIRONMENTAL**

- ✓ considerations are becoming increasingly important. While Green Haven's commitment to sustainable practices sets them apart, it also raises operational costs for items like biodegradable packaging and locally sourced flowers.

# Fishbone diagram

## Causes of decline in store sales





# Conclusion

The company analyzed faces a challenging scenario, with a decline in in-person sales and difficulty in establishing an efficient online operation. This situation reflects the urgent need to adapt to new consumer behaviors and the digitalization of the market, especially at a time when many consumers prioritize the convenience of online shopping.



# References

<https://prezi.com/p/cid94g7ccp8b/revitalizing-green-haven-florists-strategies-for-survival-and-growth/>