



Green Haven Florists Business Report UWTSD Assignment Report Student Name: Oksana Varvarych Student Number: 2512055 Email: 2512055@student.uwtsd Date: April 2026

З повідомлення

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1. Introduction

Green Haven Florists is a small to medium-sized local floral business operating in the retail and events sector. It provides floral arrangements for weddings, birthdays, corporate events, funerals, and seasonal occasions. The floristry industry in the UK is highly competitive with both local and online businesses competing for market share. This report analyses the business, its operations, strengths, weaknesses, and provides recommendations for improvement.

2. Business Overview

Green Haven Florists offers custom floral arrangements, wedding and event decorations, funeral tributes, seasonal bouquets, and same-day delivery. The business focuses on personalised customer service and bespoke floral design. Its target market includes individuals, event planners, and local businesses.

3. Market Environment

The UK floristry industry is influenced by economic, social, technological, and competitive factors. Key influences include:
Rising cost of flowers and transport
Increasing demand for eco-friendly products
Growth of online shopping and delivery services
Strong competition from large online retailers
Businesses must adapt to digital transformation to remain competitive.

4. SWOT Analysis

- Strengths:
- Personalised customer service
 - High-quality floral arrangements
 - Skilled florists
 - Strong local reputation
- Weaknesses:
- Limited online presence
 - Small customer base
 - High operational costs
 - Limited marketing budget
- Opportunities:
- E-commerce development
 - Social media marketing growth
 - Business partnerships
 - Sustainable product demand
- Threats:
- Large online competitors
 - Rising supply costs
 - Seasonal demand changes
 - Changing consumer behaviour

5. Marketing Strategy

Currently, Green Haven Florists relies on word-of-mouth and local advertising. To improve performance, the business should:
Develop an online ordering website
Increase social media presence (Instagram, Facebook)
Use SEO strategies for visibility
Offer seasonal promotions
Digital marketing is essential for long-term growth.

6. Operational Analysis

The business operates through flower sourcing, design creation, and customer service. Key operational points:
Supply chain reliability is critical for freshness
Skilled staff ensure high-quality arrangements
Peak seasons require strong workload management
A major challenge is maintaining efficiency during high-demand periods.

7. Recommendations

To improve competitiveness, Green Haven Florists should:
Develop a full e-commerce platform
Strengthen digital marketing strategy
Introduce customer loyalty programs
Expand corporate and event partnerships
Adopt sustainable and eco-friendly practices

8. Conclusion

Green Haven Florists has strong potential due to its personalised service and local reputation.

However, to remain competitive, the business must adapt to digital transformation and changing customer expectations.

By investing in online systems, marketing, and partnerships, the company can achieve long-term growth and sustainability.

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