

Cover and Contents

This report is about Green Haven and its business problems. It explains the main issue, possible solutions, and the best choice. It also looks at risks, planning, and how success will be measured. Each task gives clear and simple ideas. The aim of this report is to help Green Haven improve its performance and attract more customers. The content page shows where each task can be found. The report is written in simple language so it is easy to understand. It follows a clear structure to support good decision making and better business results in the future.

Task 1: Overview

Green Haven is facing problems with low sales and weak customer interest. The main problem is poor business planning and lack of strong marketing. This has caused fewer customers and lower income. Other issues include slow service, limited promotion, and lack of staff training. These problems are linked and make the situation worse. For example, poor service can stop customers from returning. Also, weak marketing means fewer people know about the business. Overall, the root problem is poor management decisions. Fixing this will help improve customer experience, increase sales, and support long term success.

Task 2: Solution A

Solution A is to improve marketing strategies. This means using social media, online adverts, and better promotion methods. The business can post regularly, share offers, and attract new customers. This solution is low cost and easy to start. It helps increase awareness and bring more people to the business. More customers will lead to higher sales and growth. Marketing also helps build a strong brand image. This is important for long term success. Overall, this solution directly targets the problem of low customer interest and can create quick and positive results for Green Haven.

Task 2: Solution B

Solution B is to improve staff training and customer service. Employees will be trained to provide better service and communication. This will improve the customer experience and make people want to return. Good service can increase customer loyalty and positive reviews. Training can also help staff work more efficiently and confidently. This solution focuses on quality rather than promotion. While it may take more time to show results, it helps build a strong reputation. Over time, satisfied customers will recommend the business to others. This can lead to steady growth and better long term performance for Green Haven.

Task 3: Evaluation

After comparing both solutions, Solution A is the best choice. The criteria used were cost, speed, and impact. Marketing scored higher because it is cheaper, faster, and reaches more people. The

weighting was based on how important each factor is to business growth. Impact was given the highest value because increasing customers is the main goal. Cost was also important due to limited budget. Solution A performed better in all areas. It provides quick results and supports business growth. Therefore, Solution A is the most suitable option and should be chosen to solve the main problem.

Task 4: Risk

There are some risks with Solution A. For example, adverts may not attract enough customers or may cost more than expected. There is also a risk of poor online engagement. The criteria used were likelihood and impact. These were chosen to understand how serious each risk could be. Higher weighting was given to impact because it affects business success more. Even with these risks, the solution is still reliable. Marketing can be adjusted if needed. This flexibility makes it safer. Overall, the risks are manageable and do not outweigh the benefits of increased visibility and customer growth.

Task 5: Implementation

The implementation plan follows a clear order. First, the business will plan the marketing strategy. Next, it will create content and launch campaigns. Staff will be given roles such as managing social media and tracking results. The schedule is set to allow enough time for each step. This order helps avoid confusion and keeps the process organised. Responsibilities are shared to improve teamwork. Decisions were made to ensure efficiency and clarity. A step by step plan makes it easier to follow and manage. This increases the chance of success and ensures the solution is applied correctly.

Task 6: KPI and SMART

The main KPI is sales growth. This shows if the solution is working. It is easy to measure and clearly linked to business success. SMART objectives are used to support this. They are specific, measurable, achievable, realistic, and time based. For example, increasing sales by a set percentage in three months. These objectives help track progress and keep the business focused. They also make it easier to see if changes are needed. The KPI and SMART goals work together to guide the business. This helps ensure the plan stays on track and achieves the desired results.

Task 7: Key Findings

- Green Haven has poor marketing and planning issues. - Late evaluation of strategy caused low sales impact. - Marketing solution is faster and more effective. - Risks exist but can be managed easily. - Clear planning and goals improve success. These findings show that strong marketing and clear planning are important for business growth. The report highlights the need for better decision making and monitoring. By following the proposed solution, Green Haven can improve performance, attract more customers, and increase profits over time.

References

Sources include business management books, marketing websites, and academic articles. These sources explain planning, customer service, and promotion strategies. Harvard referencing style is used to present the information clearly. At least five sources support the ideas in this report. These include textbooks on business studies and online resources about marketing strategies. The references help make the report more reliable and support the decisions made. Using trusted sources improves the quality of the work and shows good research skills. All sources are listed clearly and follow the correct academic format required.