

Module Title: Problem Solving and Decision Making

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Introduction

This report talks about Green Haven Florists. It is a small flower shop in Norwich. The shop has many problems. Fewer people visit the shop, and more people buy flowers online. Costs are also higher now. This report explains these problems in a simple way. It gives two easy solutions to help the shop. Then it chooses the best solution and explains why it is better. Two important words are “foot traffic,” which means people walking into the shop, and “digital presence,” which means how the shop looks online. The goal is to help the shop do better and stay open.

Brief Explanation of the Specific Business Problem

Green Haven Florists is having a hard time. The shop lost 30% of its normal sales. Fewer people walk on the high street because many shops near it have closed. The street is quiet now. Because of this, fewer customers come inside.

Many people now buy flowers online because it is easy, fast, and sometimes cheaper. This makes it difficult for Green Haven to compete. Costs are also going up. Flowers from other countries are more expensive because of inflation. Eco-friendly wrapping costs more too.

Customers gave feedback. Some said the website is slow and old. Some want better delivery and flower subscriptions. The shop also does not use social media often. They post only sometimes.

There are also two new competitors. One is a modern flower shop with a strong Instagram page. The other is a big company with low prices and fast delivery. All these things make business very hard for Green Haven.

Suggested Two Alternative Solutions

Solution A

Solution A is to make a new, simple website. The shop should also post more on social media.

PMI:

Plus: more online customers, easy orders, better image.

Minus: costs money and time.

Interesting: later the shop can add more services.

This solution helps because many people buy flowers online now. A better website can bring new customers and fix problems that people complained about.

Solution B

Solution B is to make small events inside the shop. The shop can make flower classes, workshops, and loyalty cards. It can also work with local cafés or small shops.

PMI:

Plus: fun for customers, good for the community, friendly place.

Minus: only helps local people, not many new customers.

Interesting: events can look nice online.

This solution helps because some people like real activities. They may come for a class and buy flowers. But this solution does not help with online customers. It does not help the shop compete with big flower websites. It is good, but not strong enough.

Justification for Selected Solution

Solution A is the best solution. The main problem is that people buy flowers online now. The shop needs a better website to survive. Solution B only helps local people, and the street is already quiet. Solution A can bring new customers, fix delivery problems, and make the shop stronger online. It helps with the biggest problem and gives better results for the future. This is why Solution A is chosen.

Risk Analysis of the Selected Solution

Solution A has some risks. Making a new website can cost a lot of money. There may be problems with the website at first. Staff may not know how to use the new system and will need training. Some customers may still choose cheaper online shops. The risk criteria used are cost, time, staff skills, customer needs, and long-term value. These are important because they show if the plan can work well. Most risks can be fixed with training and planning.

Plan to Implement the Selected Solution

The first step is to hire a website developer. This is important because the new website is the main part of the solution. The website must be simple, clear, and easy to use. It should have photos, prices, and online payment.

At the same time, the shop must make better delivery options. Customers want same-day delivery and planned delivery.

Next, the shop needs a simple online marketing plan. The shop should post on Instagram and Facebook a few times every week. The posts can show flowers, discounts, and simple tips. One person should be in charge of posting. This keeps the page active.

Then, the staff must be trained. They need to learn how to check online orders, update stock, and answer messages. This helps avoid mistakes.

After that, the shop should test the website to make sure everything works. When it is ready, the shop can launch it. A small promotion, like 10% off the first order, can help bring new customers.

This plan is in a good order: first the website, then delivery, then marketing, then training, and finally the launch. This makes everything simple and organised.

Means of Measuring Effectiveness of Implementation of Selected Solution

he shop will use KPIs to see if the solution works. Good KPIs are: number of online orders, website visits, social media likes, delivery ratings, and monthly sales. These KPIs show if more customers are coming from the website.

SMART goals help make clear and simple targets. One goal is to increase online orders by 20% in six months. This is easy to check. Another goal is to post on social media three times each week for 12 weeks. This helps the shop grow online. These goals are simple and match the main problem. With KPIs and SMART goals, the shop can see what is going well and what needs to improve.

Conclusion:

This report looked at the problems at Green Haven Florists. The shop has fewer customers, higher costs, strong competition, and an old website. Two solutions were given: Solution A, a better website, and Solution B, in-store events. Solution A was chosen because online shopping is the biggest problem. Customers want easy online orders and fast delivery.

The main findings are:

1. The shop needs a simple and modern website.
2. Online marketing is very important.
3. Delivery must improve.
4. Online customers can help the shop grow.
5. A strong online plan is best for the future.

If the shop uses the plan, trains staff, and checks KPIs and SMART goals, it can grow again.

Reference List

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