

Green Haven Florists: Problem Analysis

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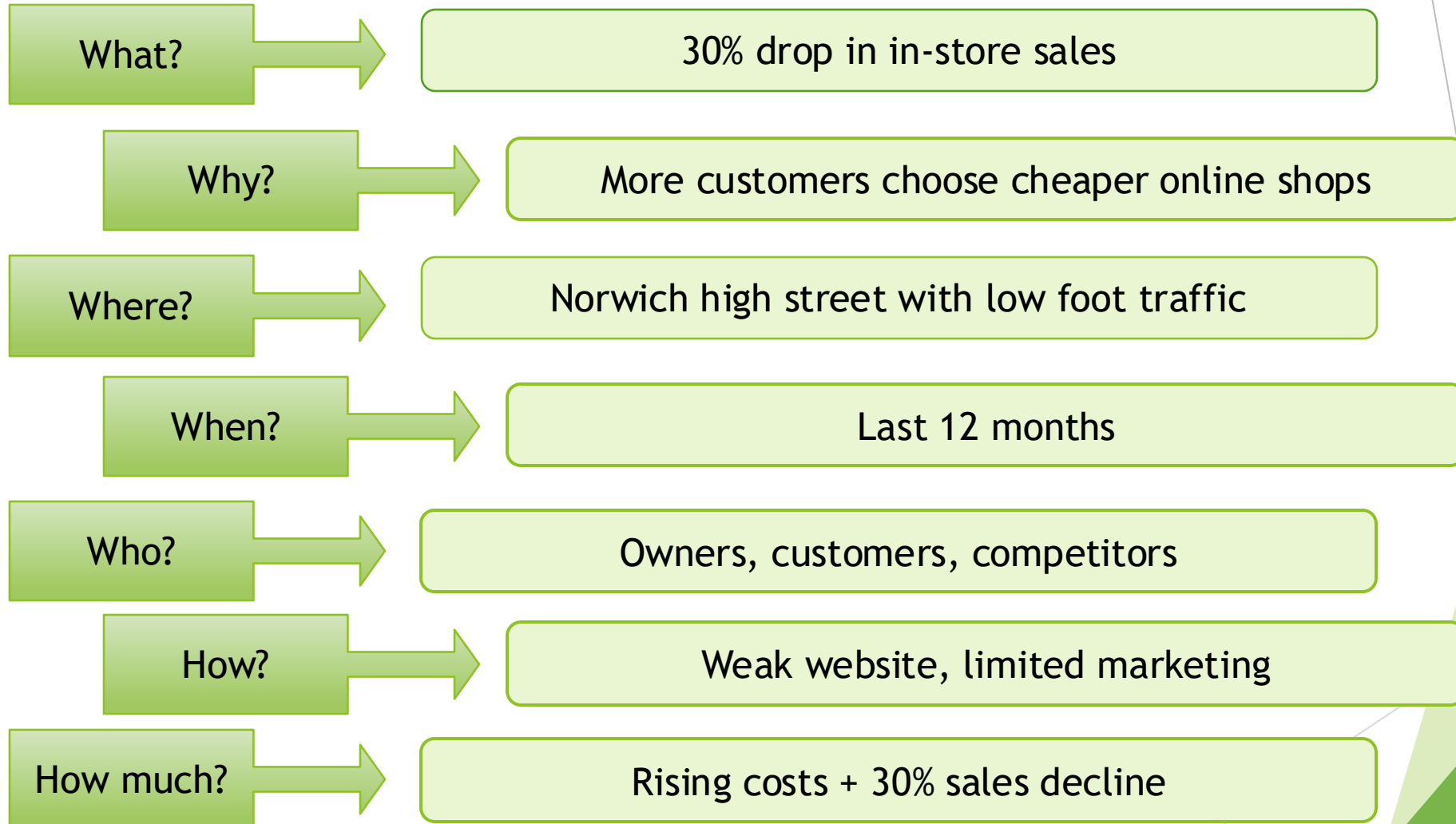
Module: Problem Solving and Decision
Making (LCLM4004_LON)

Lecturer: Dr. Olusoyi Richard Ashaye

Introduction

- ▶ Overview of current problems
- ▶ External environment analysis (PESTEL)
- ▶ Cause-and-effect analysis
- ▶ Key findings

Main Problem (5W2H)



Key Challenges

1 High inflation and rising costs

2 Outdated website

3 Weak social media presence

4 Reduced high-street activity

5 Strong online competitors

PESTEL: Political & Economic

P

Political: Import rules affect flower prices

E

- Economic:
- Inflation increases costs
 - Customers look for cheaper options

PESTEL: Social & Technological

S

Social:

- Consumers prefer convenience
- Online shopping growing

T

Technological:

- Competitors use strong digital marketing
- Green Haven's website is outdated

PESTEL: Environmental & Legal

E

Environmental:

- Eco-friendly materials cost more

L

Legal:

- Rules for imports and sustainability claims

Summary: Cause-and-Effect Analysis

Market: New competitors,
online sellers

Customer:
Need fast delivery,
subscription services

Cost:
Expensive imports,
sustainable materials

Technology:
Weak website,
limited digital skills

Location:
Less foot traffic on
high street

Key Findings

- ✓ Sales decline caused by multiple factors
- ✓ Economic and technological changes are most important
- ✓ Business needs digital modernisation
- ✓ Customer expectations have changed

References

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