

**Module Title: Problem Solving and
Decision Making**

Module Code: LCLM4004

Assessment: Component 2 Report

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Green haven Florists have been experiencing a few problems over the past 12 months. All these problems have led to loss of profit and economic decline of the Company over the past year. It is very unfortunate that these problems have entangled and collaborated to significantly help to decline sales and to a greater extent company profits.

They are currently experiencing problems such as strong competition, lack of marketing, the escalation of pricing for raw materials, decline in sales and lack of walk in traffic (in store sales). I would say to solve the main problem of profit loss we would need to fix and eradicate all root problems. We would also need to put preventative measures in place that will stop these root problems from resurfacing.

So overall we would say we have a few root problems combining to create the major problem of the company losing profits over the past 12 months.

We are going to explore two solutions;

1. The owners train themselves in digital marketing. This can be done by joining a government funding Apprenticeships, University, college or an online course. It does not have to be a degree programme it can be a level three or four. They can then practice while they learn and take steps in marketing their company to boost sales. This will then help them to maintain a presence, advertise and communicate through social media and other digital platforms.
2. The Company should try and produce more variety. They should try and obtain cheaper and less quality flowers, orchid, bouquets and other products to compete with the competitors, while also continue to produce their trademark quality which is more expensive to produce. If this is done consumers will have a wider variety to choose from. With different qualities and more variety, you will have more customers and eventually more sales.

GRID ANALYSIS EXAMPLE

FACTORS TO CONSIDER	COST	CONVENIENCE	TIME MANAGEMENT/ WORK BALANCE	TOTAL
UNIVERSITY	1 (5)	3 (9)	3 (12)	26
COLLEGE	3 (15)	3 (9)	3 (12)	36
APPRENTICESHIP	5 (25)	3 (9)	3 (12)	46
ONLINE COURSE	3 (15)	4 (12)	4 (16)	43
WEIGHTING	5	3	4	

GRID ANALYSIS EXAMPLE

FACTORS TO CONSIDER	COST	CONVENIENCE	TIME	TOTAL
WEIGHTING	5	4	3	
CHEAPER RAW MATERIAL	4 (20)	4 (16)	2 (6)	42
BUYING IN BULK	2 (10)	4 (16)	3 (9)	35
USING THE SAME RESOURCES AS BEFORE	1 (5)	2 (8)	3 (9)	22
BUY TO ORDER	5 (25)	1 (4)	1 (3)	32

I think that the Owners should get trained in digital marketing as the more secure option. Funding and Government programmes should be available for them to achieve this. I am positive that if they get trained and adapt to the principles, they learn in training they will be able to boost sales and save their company. They will also be able to maintain an equal social media presence as competitors. Showcasing their product qualities and obtaining reviews from customers which will help them improve.

This will save them from having to hire a marketing consultant or executive which most time commands a six-figure salary per Annum. The option of employing a professional would put the company under financial strain and pressure.

The other solution mentioned can be done after sales have begun to pick up. In fact, with the option of buying cheaper goods, having the necessary digital marketing skills will be useful to find such opportunities and makes such deals with producers. So, my recommendation is that solution two is done right after solution one has been completed, as solution one is seen as the better an urgent option to save the company.

RISK ANALYSIS

	What could cause a risk?	What is the likelihood of the risk occurring? (1 – 5)	What is the impact of this risk? (1 – 5)	Risk Factor = Likelihood X Impact	What can you do to reduce this risk from happening?	If it happens – what can you do to minimise the impact?
1	Not passing the course	2	4	8	Do what tutors require	Still use knowledge gain to develop the business
2	Not being able to afford the course	2	3	6	Student loan or government grant.	Continue when u can afford.
3	Course gets in the way of the business needs	4	4	16	Time management.	Hire another member of staff.

I would hire some one to work in hours needed to attend class and study. This can also be done in out of office hours and free time. A Time management plan is needed and recommended and both owners are required to compromise and sacrifices while this knowledge is being obtain to benefit the business.

I would measure the effectiveness of my solution against the business objectives. By defining quantifiable metrics, we will see how well the solution is helping the business achieve its goal. We also need to track progress, maintain informed decision making, identifiable improvements and linking to objectives.

The objective then the solution. This is part of the KPI system.