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Module Code: LCLM 4004

Module Name: Problem Solving and Decision-Making

Component 1: Green Haven Florists

Introduction

- Good morning/afternoon. My name is Nicholas
- In my presentation I will:
 - Provide an overview Green Havan Florists and the nature and scope of the problems they are encountering.
 - Provide an application of the 5W2H model that summarises these issues.
 - Provide a critique and application of the PESTEL framework.
 - Provide a critique and application of the Cause-and-Effect model.
 - And, finally, provide a summary of the key findings.

Provide an overview of Green Haven Florists

Green Haven florists is a small independent flower shop located in Norwich, founded in 2016 by partners Liam and Priya Patel.

Green Haven catered to a wide range of customers from walk in clients buying bouquets to corporate clients and weddings.

Provide an insight into the problems Green Haven Florists are facing (approx. 1 minute).

- The root problem Green Haven are facing is the 30% decline in in store sales.
- In the last 12 months, Green haven have seen a 30% decline in in store sales, while online orders have increased slightly, they have not compensated for the loss of foot traffic.
- Evaluate the nature and scope of these problems.
 - An internal problem is the location, reduced activity due to the closure of of nearby businesses and a general shift towards online shopping.
 - An external problem is long time customers now prefer the convenience and lower prices of large online flower retailers, which offer same-day delivery and frequent discounts.

The root problem using the 5W2H model

Identify the Root Problem							
What?	Where?		When?	Who?	Why?	How?	How much?
What effect is it having?	Where is the problem occurring?		When was the problem first noticed?	Who is impacted by the problem?	Why is the problem happening?	How serious is the problem?	How much money is being lost?
Less customers	Outdated website		In the last 12 months	Owners Liam and Prya	Long time customers	Problem will impact	30% in decline in in store

What is the PESTEL framework

- The PESTEL is a framework split into five factors, political, economical, social, technological, legal, environment
- It is used to evaluate the external macro environmental factors
- It is used by organizations to evaluate the external macro factors
- The benefits are it helps identify external threats and opportunities, it supports decision making and long term strategic planning
- The PESTEL analysis is criticised for its potential to generate overwhelming data

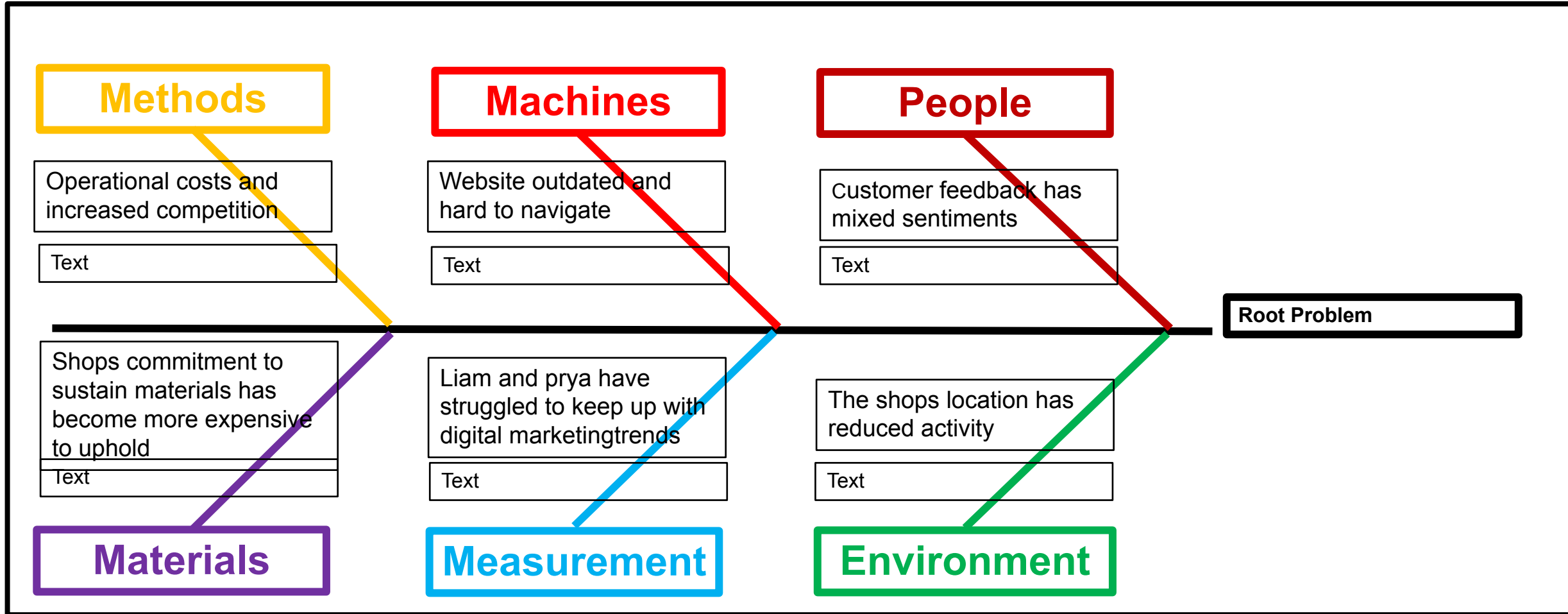
The PESTEL factors

- | Political Factors | Economic Factors | Social Factors | Technological Factors | Legal Factors | Environmental Factors |
|---|--|---|--|--|---|
| <ul style="list-style-type: none">▪ Many customers prefer larger retail companies | <ul style="list-style-type: none">▪ 30% decline in sales▪ Cost for online advertisement | <ul style="list-style-type: none">▪ Only relying on word of mouth▪ | <ul style="list-style-type: none">▪ Website outdated and difficult to navigate | <ul style="list-style-type: none">▪ Shops commitment to materials has been difficult to uphold | <ul style="list-style-type: none">▪ Location, reduced activity to closure of nearby businesses and general shift to online shopping |
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The cause and affect model (fishbone diagram)

- The cause and effect model, often visualized as the fish bone diagram is a structured visual tool
- It is used to identify the root causes of a specific problem or effect
- It is mainly used in manufacturing, healthcare and businesses to analysis complex issues
- The benefits of this model are it helps team collaboration, it highlights root causes over symptoms, it also saves time and resources
- This model is critisised for the tendency of investigators to stop at symptoms rather than identifying the root causes.

Provide an application and discuss the information provided in your Cause-and-Effect diagram (approx. 1 minute).



Provide a summary of your Key Findings (approx. 30 seconds)

- Detail and discuss the key findings from your presentation:
 - **Key Finding 1:** In the last 12 months sales have declined by 30%
 - This is down to several factors which could be solved individually
 - **Key Finding 2:** Website outdated and hard to navigate (improving website and advertisement would boost custom)
 - **Key Finding 3:** The shops location has reduced activity (may benefit from different location with similar or lower rent costs)
 - **Key Finding 4:** The shops commitment to sustainable materials has become more expensive to uphold, this would have contributed to the loss of profits

Reference List:

- Provide a list of the sources you have used in this presentation.
- Firstly I used the 5W2H model to identify the root problem.
- Then I used the PESTEL to identify the problems in each factor.
- I then used the cause and affect model (fishbone diagram) this helped identify the root causes

Thank you for listening

