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Module Code: LCLM 4004

Module Name: Problem Solving and
Decision-Making

Component 1: Green Haven Florists

Introduction

Good morning class, my name is Natan and today I will be providing an overview of green haven florist and encountering all their problems.

- I will provide the model 5W2H to summaries the issues.
- I will use a critique and application of a Pestel framework
- I will use a critique and application for the Cause-and-Effect model
- Finally, provide a summary of the key findings.

Green Haven Florists Overview

- A small independent flower shop located in Norwich Uk
- Founded in 2016 by partners Liam and Priya Patel
- Reputation for the best floral arrangements Anon, (n.d.). *green haven forest*. quickly gained a reputation for its bespoke floral arrangements.
- Over the past 12 months they have had a 30% decline in store sales at Anon (n.d.). *Green Havan florist*. Green Haven Florists has seen a 30% decline in in-store sales.
- Rising costs inflation depleted the business
- Customers are complaining about their hard to navigate website and that Anon (n.d.). *Green Havan Florist*. Customer feedback has revealed mixed sentiments.
- New competitors have entered the market.

INSIGHT ON GREEN HAVAN FLORIST

ROOT PROBLEM

- Green Haven Florist has failed to adapt to changes in the retail and digital market
- This has led to a 30% decline in sales, fewer customers visiting the shop, and stronger competition from online flower retailers

REASONS

- More customers are choosing to buy flowers online for convenience and cheaper prices (**external problem**)
- The shop is outdated and hard to use, leaving customers unsatisfied and confused by Anon (n.d.). *Green Haven Florist*. Customer feedback has revealed mixed sentiments (**Internal problem**)
- Customers want online ordering, delivery and subscription services which green haven are not managed properly (**Internal problem**)
- Prices of imported flowers have increased due to supply chain problems and inflation (**External problems**) Anon (n.d.). *green haven florist*. The price of fresh flowers, particularly imported varieties like orchids and tulips, has surged due to supply chain disruptions and inflation.

CONTROL OVER THEIR PROBLEMS

Green Haven florists don't have much control over these problems as you can see. The main problem being the fact that Prices of imported flowers have increased due to supply chain problems and inflation. The team also cannot run an online ordering system. Overall they don't have control over their flower business and are slowly going to hit rock-bottom.

5W2H

WHAT	WHERE	WHEN	WHO	WHY	HOW	HOW
30% decrease in store sales	Norwich Uk Green Havan Florist	The past 12 months	The whole team	Prices of imported flowers have increased due to supply chain problems and inflation	Very serious as they are losing a lot of clients and money.	30% decrease in sales. A lot of lost money.
Prices of imported flowers have increased due to supply chain problems and inflation, leading to a decrease in sales.	The flower shop is based in Norwich UK	Over the past months the business has been losing clients in their shop continuously.	partners Liam and Priya Patel are the founders .	The prices have inflated making the team hard to bounce back	This matter is serious as they can lose everything at one point.	This is a significant amount of money and can be more if they don't act

CRITIQUE OF THE PESTEL FRAMEWORK

The pestle framework (Political, Economic, Social, Technological, Legal, Enviromental) is a useful tool for analyzing the external environment that effects a business. It helps identify external factors that influence opportunities and threats. However, while it is helpful, it has limitations.

While the **PESTLE framework** helps Green Haven Florists understand outside pressures like rising costs and digital competition, it has several **limitations**. It is **too general, ignores internal issues, and does not priorities or explain** which factors matter most.

PESTEL FRAMEWORK

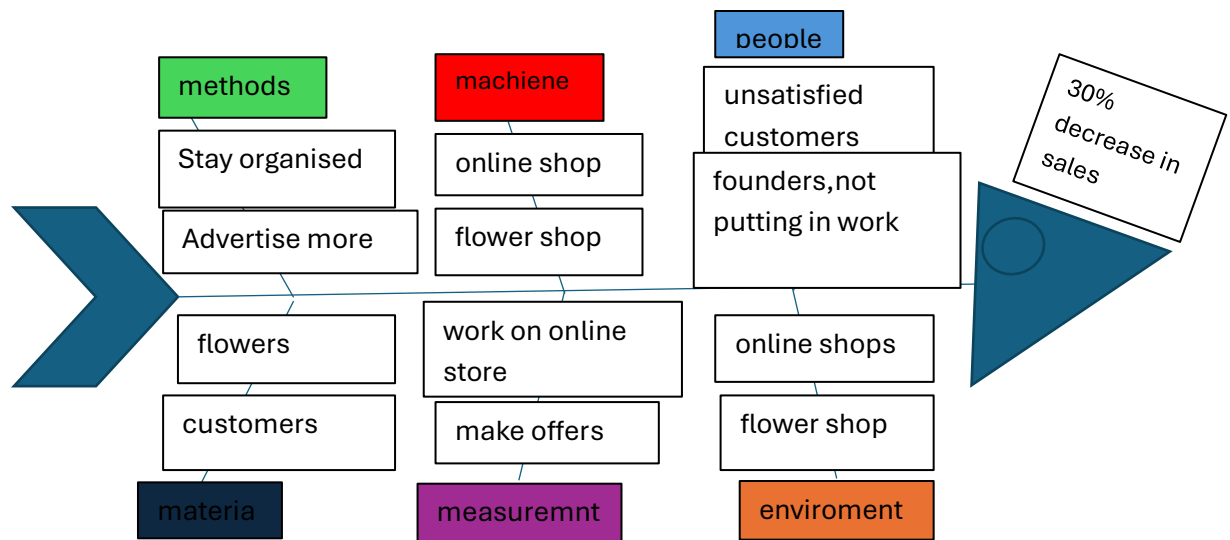
<u>Political factors</u>	<u>Economic factors</u>	<u>Social factors</u>	<u>Technological factors</u>	<u>Legal factors</u>	<u>Environmental factors</u>
Import and trade regulation	Inflation	Changing shopping habits	Ecommerce growth	Consumer protection laws	Climate change
Support for small or sustainable business	Consumer spending	Increased environmental awareness	Social media marketing	Health and safety regulations	Sustainable sourcing

Critique of the Cause-and-Effect Model

- Helps business identify and analyze possible reasons behind a problem

- Green Havan Florist could use it to find reasons for drop in sales
- Easy to use and understand
- Focuses on cause not solutions

FISHBONE DIAGRAM



KEY FINDINGS

- 1.They should work on their online store to attract more customers
- 2FOUNDERS should take immediate action with the supplier there buying from
- 3.Moving location can benefit them a lot

REFERENCES

- Smith, John (S.J.). *Green Havan florist*. Customer feedback has revealed mixed sentiments.
- Smith, John (S.J.). *green haven florist*. The price of fresh flowers, particularly imported varieties like orchids and tulips, has surged due to supply chain disruptions and inflation.
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- Smith, John (S.J.). *Green Havan florist*. Green Havan florist. Rising costs have further strained the business.

THANK YOU FOR LISTENING

