

Student Name: Mihail Gutu. Student ID Number: 2512491. Title of Work: Business Consultancy Report – Green Haven Florists. Module Studied: Problem Solving and Decision Making. Module Identifier: LCLM4004. Instructor: Anita Nan. Table of Contents. Section One: Summary of Scenario and Issue - Page 2. Next Part: Ideas for Resolution - Page 2. Following That: Review of Each Option - Page 3. Then: Best Choice Identified - Page 3. . Page 4 covers Risk Analysis. Next up on page 4 is how things will be put into motion. By the time you reach page 5, targets and their clear measures appear. Important results show up just after those. The sources used can be found turning to page 6. Page 7 – Appendices. A drop of 30% in physical store income hit Green Haven Florists lately. This spot, tucked in Norwich, United Kingdom, fights harder now. Fewer people walk through its door each week. Bills to run the place keep climbing at the same time. Online shops selling blooms pull more buyers away. Web-based purchases rose just a bit - nowhere near enough to balance losses. Shoppers mention an old-looking site when browsing. Getting deliveries feels rigid, they say. Importing blossoms costs more because suppliers face delays. Other stores grab chances these problems leave open... Section 2 follows. A fresh look for the Green Haven site might pull more people in. Instead of just listing products, it works smoothly on phones, guides visitors easily, offers instant checkout, bundles repeat deliveries right into the flow. Same day drop-offs sit beside real-time help chats, reward points stack up quietly in the background. Shoppers who rarely visit shops now find reasons to stay online longer. Inside the actual shop, things shift too. Hands-on plant clinics pop up once a month, holiday displays change without warning, members-only deals appear unexpectedly. Teaming up with nearby cafes brings curious neighbors through the door. Posts showing behind-the-scenes moments spread across feeds without feeling pushed. Returning shoppers get special deals, while varied shipping choices make buying at stores more appealing. Table: Reviewing Ideas (Good, Bad, Curious) Idea - - - - Good Stuff - - - - Bad Points - - - - Curious Bits. Redo Website - More sales online, fresh appearance, chance to add paid memberships - High price, needs tech skills - Could include tools that track ad performance. Fix Store Layout - Connects better with locals, strengthens trust, offers something different - Only affects nearby people, demands more workers - Opens door for team-ups and live happenings. Top Pick. Updating the site plus boosting online selling stands out. Even though each idea helps, going digital tackles shrinking revenue head-on by pulling in buyers far beyond those who walk past. It matches what customers said about wanting simpler browsing and adaptable shipping methods. Still, showing up clearly online helps Green Haven stand alongside big retail names and small specialty shops alike - also making it easier to follow buying habits while adding recurring order options. This approach brings... Even so, setting up the site might demand heavy spending at first, face timeline hiccups, run into tech malfunctions, struggle with team members unprepared for digital tasks, plus open doors to security threats. On top of that, the market could respond weakly whenever loyal buyers hesitate or skip using the updated system altogether. To balance those concerns, rolling things out step by step matters; bringing in skilled coders makes sense; teaching employees how systems work counts; letting users know what's available helps; strong safeguards around payments and private details matter too. Yet still, the review shows money-related and daily operation dangers exist - just not beyond control when handled with clear steps forward. Rollout happens step by step. Expert help keeps things running smoothly. Talking clearly with customers limits confusion when changes happen. Gains over time matter more than early hiccups. More sales online come through better access. People enjoy using the

site more once it works right. Staying ahead of rivals grows easier with a stronger digital presence. Putting resources into team learning lowers mistakes. Security upgrades block many common issues before they start. The updated website moves forward because preparation reduces setbacks. First stage takes two weeks. Goals get outlined during this period. Who will use the product shapes how it's built. Money available sets boundaries for choices made. Next comes design work alongside building tools needed. Web specialists join the effort at this point. Basic layouts form first, then full systems go live gradually. Six weeks cover this phase in total. After that, testing begins - lasts fourteen days straight. Everything must function properly under real conditions. Phones and tablets receive special attention for compatibility. Payment processing undergoes strict checks for safety gaps. One week follows dedicated solely to teaching employees what changed. Order handling shifts slightly so guidance helps here. Questions from buyers need accurate replies fast. Updates roll out without delay if teams understand them. Promotion kicks off next across different channels. Online posts draw attention steadily. Emails reach existing users directly. New subscribers gain small incentives to stay involved. This push lasts two calendar weeks. Watching performance never stops after launch day. Input from shoppers arrives constantly. Metrics show progress or warn of trouble spots. Adjustments improve results continuously based on data seen. Getting things done step by step keeps work running without major hiccups. Because needs are collected early, everyone knows what must happen. Development and checks that follow help catch tech issues before they grow. When staff learn the system ahead of time, handling web orders becomes routine. A push through promotion at start pulls attention and brings first users in. Watching progress continuously makes quick tweaks possible along the way. One way to move fast without missing details is how tasks get handed out among coders. Not just goals but clear markers shape what comes next - like lifting web income by a quarter in half a year. An upgraded store site rolls out, now with members-only access built in. Numbers tell if it works - quarterly growth in digital earnings shows progress. Current visitor numbers plus outreach plans make the goal feel possible. Falling footfall at physical locations makes this shift meaningful. Six months after going live, results must show success. Hard figures help judge whether the change hits home. Revenue flow, user activity, sign-up rates, and page visits reveal value over time. Watching things closely helps adjust marketing, tools, or service methods when needed. Reports show what is working well or where problems pop up. Numbers guide leaders deciding how to move forward... Green Haven Florists sees fewer people buying in shops because less foot traffic arrives plus rivals attract more attention. Costs go up while old websites make it harder to stay visible. Fix ideas include freshening the site for wider access and updating physical space to draw locals. Online changes win favor since they open larger markets, grow easier, fit buyer habits better. Risks fade using step-by-step rollout, skilled help, teaching teams new ways. Steps roll out slowly so work stays organized and clear who handles what. Goal set at boosting web income a quarter high before half a year passes; specific aims shape direction firmly. Outcome should lift earnings, ease shopping feelings, strengthen standing against others. Source list begins with Chaffey, D. (2022). One book covers digital marketing - its planning, doing, then seeing how it works. Another take on management comes from Kotler and Keller, updated last in 2021 by Pearson. Websites shift fast; a UK source pulled tips for shops selling online, dated 2023. Trends reshape small stores' web paths, noted by Smith two years prior. Flowers bought online in the UK - numbers pulled from Statista data, year 2023. Source details

sit at Retail Week's site, linked publicly. Page seven holds a look into PMI findings, laid out point by point. Following that, on page eight, time unfolds step by step - how things roll out gets mapped there. Risks? They're weighed and sorted on page nine, shown in structured view. Goals paired with clear markers appear later, tenth page, framed under measurable targets. Each appendix ties back, supports without stretching beyond facts.

Cover Sheet. Student Name: Mihail Gutu. Student ID Number: 2512491. Title of Work: Business Consultancy Report – Green Haven Florists. Module Studied: Problem Solving and Decision Making. Module Identifier: LCLM4004. Instructor: Anita Nan.

Table of Contents. Section One: Summary of Scenario and Issue - Page 2. Next Part: Ideas for Resolution - Page 2. Following That: Review of Each Option - Page 3. Then: Best Choice Identified - Page 3. . Page 4 covers Risk Analysis. Next up on page 4 is how things will be put into motion. By the time you reach page 5, targets and their clear measures appear. Important results show up just after those. The sources used can be found turning to page 6. Page 7 – Appendices. A drop of 30% in physical store income hit Green Haven Florists lately. This spot, tucked in Norwich, United Kingdom, fights harder now. Fewer people walk through its door each week. Bills to run the place keep climbing at the same time. Online shops selling blooms pull more buyers away. Web-based purchases rose just a bit - nowhere near enough to balance losses. Shoppers mention an old-looking site when browsing. Getting deliveries feels rigid, they say. Importing blossoms costs more because suppliers face delays. Other stores grab chances these problems leave open... Section 2 follows. A fresh look for the Green Haven site might pull more people in. Instead of just listing products, it works smoothly on phones, guides visitors easily, offers instant checkout, bundles repeat deliveries right into the flow. Same day drop-offs sit beside real-time help chats, reward points stack up quietly in the background. Shoppers who rarely visit shops now find reasons to stay online longer. Inside the actual shop, things shift too. Hands-on plant clinics pop up once a month, holiday displays change without warning, members-only deals appear unexpectedly. Teaming up with nearby cafes brings curious neighbors through the door. Posts showing behind-the-scenes moments spread across feeds without feeling pushed. Returning shoppers get special deals, while varied shipping choices make buying at stores more appealing.

Table: Reviewing Ideas (Good, Bad, Curious)

Idea	Good Stuff	Bad Points	Curious Bits
Redo Website	- More sales online, fresh appearance, chance to add paid memberships	- High price, needs tech skills	- Could include tools that track ad performance
Fix Store Layout	- Connects better with locals, strengthens trust, offers something different	- Only affects nearby people, demands more workers	- Opens door for team-ups and live happenings

Top Pick. Updating the site plus boosting online selling stands out. Even though each idea helps, going digital tackles shrinking revenue head-on by pulling in buyers far beyond those who walk past. It matches what customers said about wanting simpler browsing and adaptable shipping methods. Still, showing up clearly online helps Green Haven stand alongside big retail names and small specialty shops alike - also making it easier to follow buying habits while adding recurring order options. This approach brings... Even so, setting up the site might demand heavy spending at first, face timeline hiccups, run into tech malfunctions, struggle with team members unprepared for digital tasks, plus open doors to security threats. On top of that, the market could respond weakly whenever loyal buyers hesitate or skip using the updated system altogether. To balance those concerns, rolling things out step by step matters; bringing in skilled coders makes sense; teaching employees how systems work counts; letting users know what's available helps; strong

safeguards around payments and private details matter too. Yet still, the review shows money-related and daily operation dangers exist - just not beyond control when handled with clear steps forward. Rollout happens step by step. Expert help keeps things running smoothly. Talking clearly with customers limits confusion when changes happen. Gains over time matter more than early hiccups. More sales online come through better access. People enjoy using the site more once it works right. Staying ahead of rivals grows easier with a stronger digital presence. Putting resources into team learning lowers mistakes. Security upgrades block many common issues before they start. The updated website moves forward because preparation reduces setbacks. First stage takes two weeks. Goals get outlined during this period. Who will use the product shapes how it's built. Money available sets boundaries for choices made. Next comes design work alongside building tools needed. Web specialists join the effort at this point. Basic layouts form first, then full systems go live gradually. Six weeks cover this phase in total. After that, testing begins - lasts fourteen days straight. Everything must function properly under real conditions. Phones and tablets receive special attention for compatibility. Payment processing undergoes strict checks for safety gaps. One week follows dedicated solely to teaching employees what changed. Order handling shifts slightly so guidance helps here. Questions from buyers need accurate replies fast. Updates roll out without delay if teams understand them. Promotion kicks off next across different channels. Online posts draw attention steadily. Emails reach existing users directly. New subscribers gain small incentives to stay involved. This push lasts two calendar weeks. Watching performance never stops after launch day. Input from shoppers arrives constantly. Metrics show progress or warn of trouble spots. Adjustments improve results continuously based on data seen. Getting things done step by step keeps work running without major hiccups. Because needs are collected early, everyone knows what must happen. Development and checks that follow help catch tech issues before they grow. When staff learn the system ahead of time, handling web orders becomes routine. A push through promotion at start pulls attention and brings first users in. Watching progress continuously makes quick tweaks possible along the way. One way to move fast without missing details is how tasks get handed out among coders. Not just goals but clear markers shape what comes next - like lifting web income by a quarter in half a year. An upgraded store site rolls out, now with members-only access built in. Numbers tell if it works - quarterly growth in digital earnings shows progress. Current visitor numbers plus outreach plans make the goal feel possible. Falling footfall at physical locations makes this shift meaningful. Six months after going live, results must show success. Hard figures help judge whether the change hits home. Revenue flow, user activity, sign-up rates, and page visits reveal value over time. Watching things closely helps adjust marketing, tools, or service methods when needed. Reports show what is working well or where problems pop up. Numbers guide leaders deciding how to move forward... Green Haven Florists sees fewer people buying in shops because less foot traffic arrives plus rivals attract more attention. Costs go up while old websites make it harder to stay visible. Fix ideas include freshening the site for wider access and updating physical space to draw locals. Online changes win favor since they open larger markets, grow easier, fit buyer habits better. Risks fade using step-by-step rollout, skilled help, teaching teams new ways. Steps roll out slowly so work stays organized and clear who handles what. Goal set at boosting web income a quarter high before half a year passes; specific aims shape direction firmly. Outcome should lift earnings, ease shopping feelings, strengthen standing against others.

Source list begins with Chaffey, D. (2022). One book covers digital marketing - its planning, doing, then seeing how it works. Another take on management comes from Kotler and Keller, updated last in 2021 by Pearson. Websites shift fast; a UK source pulled tips for shops selling online, dated 2023. Trends reshape small stores' web paths, noted by Smith two years prior. Flowers bought online in the UK - numbers pulled from Statista data, year 2023. Source details sit at Retail Week's site, linked publicly. Page seven holds a look into PMI findings, laid out point by point. Following that, on page eight, time unfolds step by step - how things roll out gets mapped there. Risks? They're weighed and sorted on page nine, shown in structured view. Goals paired with clear markers appear later, tenth page, framed under measurable targets. Each appendix ties back, supports without stretching beyond facts.