

Problem solving and decision making

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Introduction

Green Haven Florists is an independent, small, florist with its headquarters being located in Norwich. It was opened in 2016 and had a reputation of customized floral delivery and environmental ethics (Byrne, 2025). However, a number of problems in the recent past led to the sales in-store reducing by

30 percent in stores and the online orders have increased marginally. This decline can be attributed to a decrease in foot traffic, increased cost of operation, and increased competition with larger online retailers. The strategies to improve online and in-store sales have been outlined in the report below by discussing the offer of improving the websites, integration of e-commerce and digital marketing programs.

Overview of the Case-Study and Problem

Green Haven Florists is a local and small, independent company in Norwich that was founded in 2016, has been associated with custom-made floral designs and sustainable attitude. In the recent past, the business has had its fair share with a 30 per cent reduction in in-store sales although there is a slight increase in online orders. The falling foot traffic is attributed to the closure of local businesses and transitioning to online shopping. Profitable profitability has also been affected by increasing costs of operation, supply chain interruptions, growing competition by online retailers and other new boutique florists.

Proposed Solutions

Solution 1: Revamp Website and Add E-commerce Capabilities

Green Haven Florists needs to update its site and change it into an easy-to-use mobile-friendly and mobile-friendly site that has an easy navigation system to increase sales online. The online store will also be a welcome addition to enable the customers to directly order floral arrangements, possibly customising them to suit their preferences, delivering them flexibly (with next-day or same-day delivery), and giving subscription offers. The business ethos that focuses on the environmentally friendly ideology of the business including the fact the site focuses on sustainable packaging and local sourcing of the flowers should also be put in the spotlight of the site, attracting environmentalists.

Critical Evaluation

It makes online buying easy and improves publicity of the business outside the region, and fortifies the perception of the business as green. Additionally, we can launch tailor made products and subscriptions which will influence positively the number and customer base of online purchases. However, this solution does have some demerits. The initial cost incurred on creation of the web site and incorporating the e-commerce and the lost time in redesigning the work and time delay that the staffs will undergo in the operations of the new system may prove to be a challenge. Instead, this

solution can present some interesting prospects in matters of keeping the customers long-term; depending on the options of adjustment in terms of delivery and subscriptions.

Solution 2: Targeted Digital Marketing and Social Media Presence

In order to gain the attention of a larger audience of customers and raise brand awareness, Green Haven must enhance its online marketing efforts. Ideal areas are Instagram and Facebook to display any arrangement, promotions, and customer reviews of the floral. Google, Instagram, and Facebook will be paid agents to find demographics and engage people to visit the site. The use of local influencers will create trust among the younger, digital generations. Giving promotional values, including discount on first time client or loyalty programs will even more attract and keep the customers.

Critical Evaluation



Figure 1: Digital Marketing

Source: (BUGINGO, 2025)

Link: <https://www.linkedin.com/pulse/6-digital-marketing-channels-reaching-your-audiences-danny-bugingo-uufxf>

There are also very strong advantages in Digital Marketing and Social Media, including brand awareness and the opportunity to also focus on a certain customer base due to cost-efficient advertisement (Makrides, Vrontis and Christofi, 2020). It opens up quantifiable outcomes using digital tools such as Instagram and Facebook, which could be used to promote traffic to the site.

Nevertheless, it will have to keep spending money on paid advertising and creating content, and the early performance might be sluggish. However, it has a chance to attract a younger generation, more digitally literate group that prioritizes sustainability and convenience.

Explanation of the chosen solution

Solution 1 (Website Revamp and E-commerce) is chosen after considering the two solutions. This strategic resolution is directly related to the pressing and urgent challenge of the drop in in-store sales and corresponds to the shift in consumer behaviour towards the digital world. This short term cost with regard to disruption during implementation is overshadowed by the long runs benefits of higher online sales and increased customer interaction.

Risk Analysis

Risk Analysis of Selected Solution

1. Operational Risks

It is possible that there might be delays in the development of the websites or some difficulties with integration of the e-commerce services, which can hamper the sales and operations in the short-run.

2. Financial Risks

Solution is that it will require high initial cost with regards to web site redesign and the cost of maintaining the site, digital marketing campaigns and e-commerce services (Noor, Deriawan and Oktrivina, 2023).

3. Market Risks

Bigger online retailers and national chains provide a great competition, and they could attract the customers. Also, other clients might fail to take up online shopping because of lack of familiarity or distrusts towards the new system.

Explanation of Risk Analysis

1. Operational Risk

This is minimized by contracting a reputable and experienced web development company with specialised knowledge on e-commerce to ensure that it is executed in a smooth and within schedule fashion.

2. Financial Risk

To ensure financial risk, a clear budget shall be managed and the money shall be paid in phases as milestones are achieved in developing the project. The cost-effectiveness and profitability will be followed by monitoring the return on investment.

3. Market Risk

This risk shall be surpassed by conducting specific digital marketing campaigns that will enhance customer confidence in the new system, advance the eco-friendly spirit, and help distinguish between Green Haven Florists and its bigger competitors.

Implementation Plan

Implementation Plan for the Chosen Solution

Step 1: Undertake an extensive analysis of the web site and engage a reputed web development firm (1 month).

Step 2: Develop and install e-commerce facility with product customisation facility (2 months).

Step 3: Roll out digital marketing campaigns using Instagram, Facebook and Google Ads to attract traffic in 1 month (Soilen, 2024).

Step 4: Introduce the new site, including a customer loyalty program and an option of flexible shipment within 1 month (Lin and Bowman, 2022).

Step 5: Keep track of traffic, sales growth and customer feedback on websites to evaluate effectiveness and apply improvements (continuous).

Justifications for Activities, Timings, and Responsibilities

Timings: Phased approach will make each step manageable with adjustments that can be made to the whole approach basing on real-time results. It also aids in ensuring that the business is not overwhelmed during transition.

Roles: Designate certain members of the internal team to facilitate in coordination of the project and assign different responsibilities to the web development, marketing and customer service duties to facilitate smooth running of the project.

Justification: Gradual implementation reduces risks by helping in smooth integration of every characteristic. It can also be well monitored and appropriate adjustments made in response to customer needs and expectations in a timely manner.

KPI and SMART Objectives

Table 1: KPI and SMART Objective Table

KPI	SMART Objectives
Online Sales Growth	Increase online sales by 20% within the next 6

	months through the website revamp and digital marketing campaigns.
Customer Engagement	Increase social media followers by 30% in the next 3 months through targeted campaigns on Instagram and Facebook.

Monitoring and Evaluation



Figure 2: SMART Framework

Source: (Pittet, 2024)

Link: <https://www.tability.io/odt/articles/5-professional-smart-goal-examples-for-work>

Both KPI and SMART objectives will be paid much attention to evaluate the success of the proposed solutions (Helmold, 2022). The weekly monitoring of online sales will enable us perform a measurement of the effectiveness of the revamp and implementation of e-commerce. The idea is that in 6 months, the sales should be increased by 20 percent. This will be measured on through sales data on the site and online sales. The outcomes of social media use will be monitored by using analytics like Instagram Insights and Facebook Analytics (Mayol, 2023). It is planned to raise the number of followers by 30% within 3 months as it will indicate how effective specific campaigns are. The data will give an insight into customer tailing and changes will be made to the digital marketing strategy

depending on the engagement rates and that way, the campaigns will be as maximally reached and converted as possible.

Key Findings

Overhauling the site and incorporating e-commerce will remedy the poor sales of Green Haven Florists and ensure the reach of a larger number of their customers. Loosely-focused digital marketing campaigns will raise brand awareness and customer connection, particularly by placing emphasis on social media. The phasing implementation strategy, good risk management and well-defined KPI tracking will make the solution successful. Frequent reviews and changes in the solution in response to customer feedback and indicators of performance will ensure that the solution is effective in enabling growth and increasing customer retention.

Conclusion

In summary, the redesign of the site and incorporation of e-commerce element presents the Green Haven Florists with a chance to work with low sales and increase the variety of its customers. Such a strategy, paired with targeted online marketing efforts will contribute to the increased brand recognition and interactions with customers. The constant monitoring of KPIs, risk management and phased approach will also ensure that the solutions are put into practice in an effective manner. The green Haven Florists will be in a position of responding to the customer feedback and dealing with marketing activities to be fit to expand sustainably and become more competitive in the market.

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