

Report on Problem solving and decision making.

Student Name: Hafiz Muhammad Fasail.

Student ID: 2435220

Assignment Title: Analysis of Business Problems and Solutions for Green Haven Florists

Module Name: Problem solving and decision making.

Lecturer's Name: Jaya Gopalkrishnan
module code: LCLM4004

Table of Contents

1. **Introduction** - Page 1
2. **Business Problem Analysis** - Page 2
3. **Alternative Solutions and Evaluation** - Page 3
 - 3.1 **Solution 1: Revamping Digital Presence** - Page 3
 - 3.2 **Solution 2: Diversification and Subscription Service** - Page 4
4. **Chosen Solution and Justification** - Page 5
5. **Risk Analysis** - Page 6
6. **Implementation Plan** - Page 7
7. **Measuring Effectiveness** - Page 9
8. **Conclusion** - Page 10
9. **References** - Page 11
10. **Appendices** - Page 12

1. Introduction

Green Haven Florists, a small flower shop located in Norwich, UK, is currently experiencing significant challenges. Over the past year, in-store sales have declined by 30%. This downturn can be attributed to several factors, including rising operational costs, increased competition from new businesses, and a noticeable shift in consumer behaviour towards purchasing flowers online rather than visiting the physical store. The owners, Liam and Priya Patel, recognize the urgency of the situation and understand that immediate action is required to ensure the business's

survival. This report examines the underlying issues contributing to the current difficulties, proposes two strategic options for moving forward, and evaluates the potential effectiveness of each approach. Additionally, the report provides a detailed assessment of possible risks and outlines a step-by-step plan for implementing the most suitable solution.

2. Business Problem Analysis

Green Haven Florists is currently experiencing significant challenges affecting its profitability and overall business performance. Recent trends in the retail environment have created rapid and, at times, unpredictable changes that have proven difficult to navigate. The following analysis outlines the primary factors contributing to the shop's current difficulties:

- The first major issue is a notable reduction in customer foot traffic. The closure of neighbouring businesses has resulted in fewer potential customers visiting the store, leading to a 30% decline in in-store sales.
- Competitive pressures have also intensified. Two new competitors have recently entered the local market: a modern boutique florist with a strong social media presence and a national chain that can leverage lower prices and expedited delivery services. Both pose significant threats to Green Haven's market share.
- Operational costs have risen as well. The price of flowers, particularly imported varieties, has increased due to ongoing supply chain disruptions and inflation. Moreover, Green Haven's commitment to sustainable practices, such as using eco-friendly packaging and sourcing local flowers, has added further expense.
- Customer feedback highlights additional challenges. The current website is reported to be difficult to use, with limited features for online ordering, delivery flexibility, and subscription services—amenities that are increasingly expected by modern consumers.

- Marketing efforts have not kept pace with the evolving marketplace. Green Haven primarily depends on word-of-mouth recommendations and sporadic social media activity, which is insufficient in an environment where competitors maintain a constant and engaging online presence.

These factors indicate that Green Haven needs to reevaluate its business model to better adapt to digital trends, address customer needs, and overcome rising operational costs.

3. Alternative Solutions and Evaluation

In response to these challenges, two alternative solutions have been proposed:

3.1 Solution 1: Revamping Digital Presence

Description: Green Haven could focus on enhancing its digital marketing efforts and revamping its online presence. This would include:

- **Website Redesign:** Redesigning the website to ensure it is visually appealing, user-friendly, and fully responsive on both mobile devices and desktop computers.
- **E-commerce Integration:** Enabling comprehensive online ordering, with features such as customizable delivery options—including same-day service—and subscription models for regular bouquet deliveries.
- **Social Media Marketing:** Implementing a robust social media strategy, with consistent and engaging content that highlights Green Haven's unique qualities and actively interacts with customers on popular platforms.
- **SEO and Paid Ads:** Improving the shop's visibility in online search results by optimizing the website for search engines and investing in targeted paid advertising to attract new customers.

Evaluation Using PMI (Plus, Minus, Interesting)

Plus;

Better digital reach and more people noticing the business. - Easier to reach a broader group of customers, especially younger folks who spend a lot of time online. - More chances to build brand loyalty by sharing engaging content. - Can offer flexible delivery, which opens up new markets. - New ways to make money, like subscriptions.

Minus;

Upfront costs for a website redesign and ads can be steep. - Owners might not have the digital marketing skills needed. - The online florist space is crowded—lots of competition.

Interesting;

There's real room to grow online sales. - Subscriptions could bring in steady revenue.

3.2 Solution 2: Diversification and Subscription Service

Description: Green Haven can branch out by launching a subscription service for regular flower deliveries. Here's how that might look:

- Subscription models where customers sign up for weekly or monthly flower deliveries.
- A bigger product lineup—think potted plants, gift hampers, or eco-friendly flower stuff.
- Working with local businesses (like cafes and restaurants) to handle event décor or floral arrangements.

Evaluation Using PMI

Plus;

New ways to make money, like subscriptions and adding more products.

A shot at building a loyal customer base with ongoing subscriptions.
Diversifying helps protect against ups and downs in flower sales.
Chance to connect with corporate clients and event planners.
This can boost Green Haven's image as a sustainable, community-minded brand.
Offering unique products and services might really set Green Haven apart.

Minus;

There's a real risk of growing too fast and stretching resources too thin.
Subscriptions mean customers need to stick around long-term, and that's not always easy to pull off.
Regular deliveries mean spending more on logistics and better inventory management.

Interesting

Expanding in these ways could really change how people see Green Haven — not just as a flower shop, but as something bigger and more innovative.

4. Chosen Solution and Justification

After looking at both options, revamping Green Haven Florists' digital presence just makes the most sense.

Here's why:

- People shop online now plain and simple. If Green Haven wants to keep up, they need to show up where customers are looking. Upgrading their digital presence isn't just smart; it's necessary.
- Sure, building a new website and launching digital campaigns will cost a bit upfront. But the payoff's worth it. They'll reach more people, boost sales, and keep customers coming back. In the long run, those early expenses start to look pretty small.
- Another thing—this isn't a one-and-done deal. They can start small and scale up as the business grows. Maybe they toss a little more into ads later or partner with influencers when it makes sense.

- Plus, let's be real: customers expect convenience now. If they can't order online and get flowers delivered fast, they'll just go somewhere else. By modernizing the website and making shopping easier, Green Haven will not only keep their current customers happy but also catch the eye of new ones.

5. Risk Analysis

Despite its advantages, Solution 1 carries certain risks:

First, there's the money. Redesigning the website, running new marketing campaigns, and upgrading tech takes a solid chunk of change. That kind of investment can put pressure on the business's finances. Then you've got the day-to-day headaches. Running an e-commerce site and handling digital marketing means you need people who know what they're doing. Without that expertise, things can get messy fast. Competition's another issue. Bigger online florists already have a head start, so breaking through with digital marketing won't be easy. And don't forget the regulars. Some of Green Haven's older customers just aren't into online ordering, and there's a real risk of losing folks who've been loyal for years.

Mitigation strategies:

Start by looking for a small business loan or other funding to cover those upfront costs. Bring in a digital marketing consultant or let the pros handle the website redesign. And make the switch to online feel easy—show existing customers how simple it is, whether it's through email or in-store conversations.

6. Implementation Plan

Step 1: Website Redesign and E-commerce Setup

Find a web development agency to overhaul the website. Focus on making it user-friendly and ready for online orders. Set up payment gateways and offer delivery options so customers can actually use the new system.

Step 2: Digital Marketing Strategy

Put together a social media calendar and start making posts that show off the shop's sustainable values. Launch paid ads on Google, Instagram, and Facebook to reach more people.

Step 3: Customer Engagement and Feedback

Send out a survey to see if customers want options like subscriptions or flexible delivery. Get the word out about new online services through email blasts and social posts.

Step 4: Monitor and Adjust

Keep an eye on website analytics and conversion rates. If something's not working, tweak the marketing—shift ad money to whatever platform's pulling in the best results.

7. Measuring Effectiveness

Online sales should go up. Track those numbers on the new platform. Watch website stats—traffic, bounce rate, conversions. They'll show if people are actually using the site. Ask customers what they think with regular surveys. Their feedback points out what's good and what needs fixing. Check social media—are you getting more followers, better engagement, and results from paid campaigns?

8. Conclusion

If Green Haven Florists wants to stay in the game, it has to modernize. The answer is simple—focus on building a stronger digital presence. That fits with what customers want and keeps up with the market. By making the shift online, Green Haven can stand up to big flower retailers, reach new customers, and keep the business thriving for years to come.

9. References

Bloom & Wild (2023) *Losses grow at Bloom & Wild as consumer confidence wilts*. The Times. Available at: <https://www.thetimes.co.uk> (Accessed: 10 December 2025).

Commercetools (2022) *Customer story: Interflora UK*. Available at: <https://commercetools.com> (Accessed: 10 December 2025).

Northants Chamber of Commerce (2023) *Marketing ideas for florists*. Available at: <https://northants-chamber.co.uk> (Accessed: 10 December 2025).

Statista (2024) *Online flower delivery market trends in the UK*. Available at: <https://www.statista.com> (Accessed: 10 December 2025).

Seven C Digital (2024) *Florist digital marketing strategies*. Available at: <https://www.sevencdigital.com> (Accessed: 10 December 2025).