MODULE NAME :Problem solving and decision making

MODULE CODE:LCLM4004

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Assignment 1: Presentation

OVERVIEW

Introduction and case context
Problem: nature and scope
5W2H Analysis
PESTLE ANALYSIS of Green Haven Florists
Cause and effect analysis: Fishbone diagram
Key findings
References

Introduction

• A look at Green Haven Florist, an independent flower shop in Norwich, through a case study.
• Founded in 2016, this business is known for making custom floral arrangements and using eco-friendly methods.
•In-store sales dropped by 30% in the last year
• This presentation looks at the problem that is affecting the organization and what it is.
• It uses tools for solving problems, such as:• Model 5W2H
• Analysis of PESTLE
• Diagram of a fishbone
• These tools help find the main problems and show the most important results.

Company background

Green Haven Florists
Founded in 2016 in Norwich
Owners: Liam and Priya
Sells fresh flowers and bespoke floral arrangements
strong community ties loyal and local customer base built through personal service
The business also do online orders with delivery services
Green havens florists in an independent flower shop based on a local high street

Problem: nature and scope

5W2H

Who: Liam and Priya Patel,loyal customers, and the local Norwich community.

What: 30% decline in in-store sales with only a small rise in online orders.

When:Over the past 12 months.

Where:Green haven's physical shop on the Norwich high street with reduced foot traffic.

Why:Decreased high street visitors, increased online competition, rising operational costs, and changing consumer purchasing behaviour.

How:By experiencing reduced customer visits to the physical store, directly affecting in-store sales figures.

How much:A 30% decrease in in-store sales revenue.

(MindTools, 2023)

(University of Wales trinity saint David, 2026)

PESTLE ANALYSIS: Green Haven Florists

POLITICAL:

- *Government support for small or sustainable businesses* could benefit Green Haven Florists through potential grants or tax relief
- *Import tariffs and trade agreements affecting flower costs.*
- *ECONOMIC*
- *Inflation increasing material and transport costs increase the price of flowers, packaging and deliveries*
- *Rising prices reducing customer purchasing power*
- *Flowers considered non-essential during economic downturns*
- *SOCIAL*
- *Growing focus on wellbeing and home aesthetics.*
- *Increasing demand for eco-friendly and locally sourced product creating an opportunity for Green Haven Florists*

- *(Johnson, Scholes and Whittington, 2017)*

PESTLE ANALYSIS: Green Haven Florists

TECHNOLOGICAL Online-ordering

Customers can buy flowers online, making it quick and easy which can increase sales.

Social media,Using (instagram, TikTok, or Facebook) helps the shop show bouquets and promote and reach more customers.

LEGAL

Green Haven must follow consumer protection laws and online sales, particularly if it expands its e-commerce services.

It must also meet environmental, licensing, and health and safety regulations that apply to retail businesses.

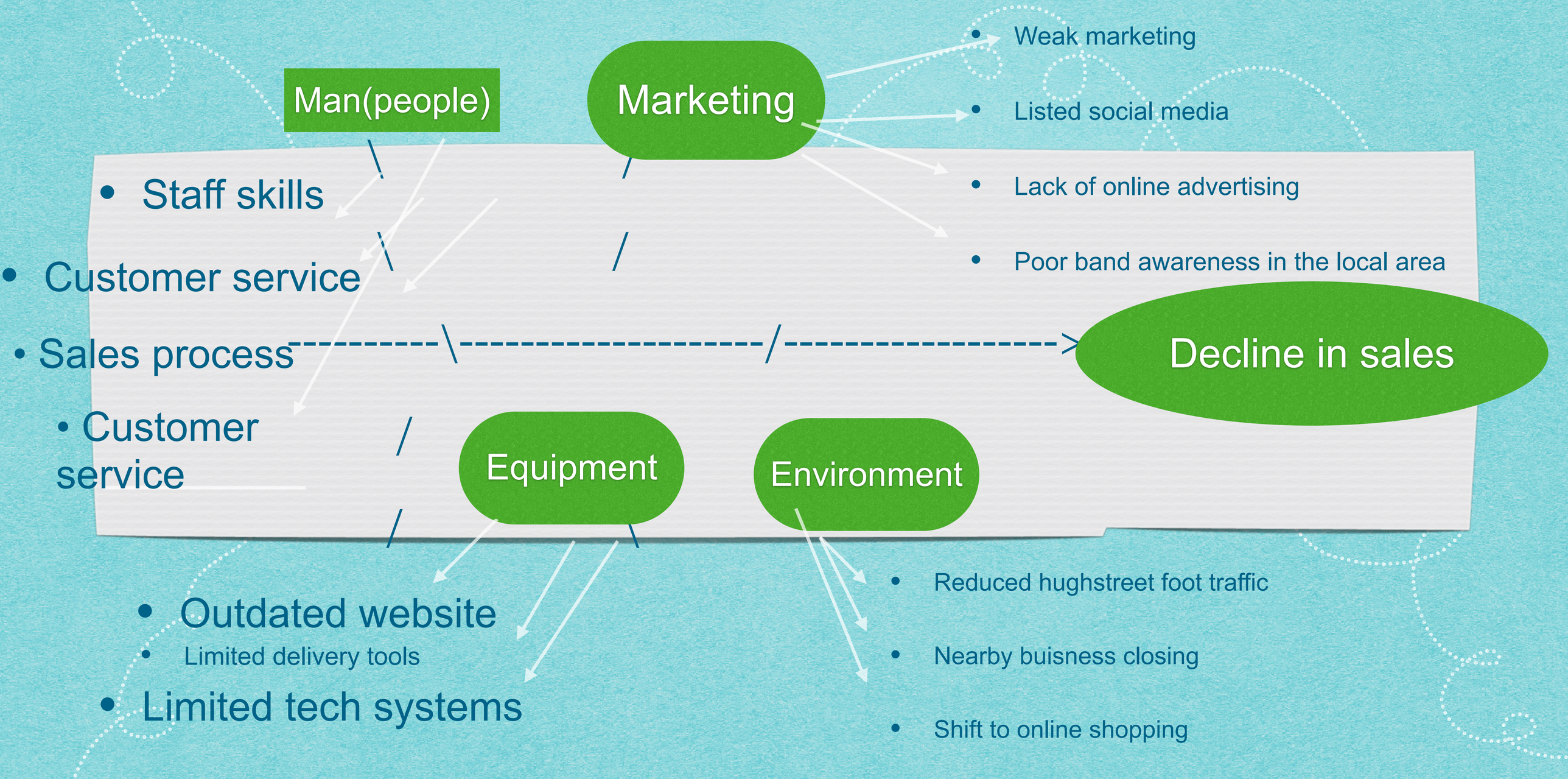
ENVIRONMENTAL

Waste management, The shop produces waste like flower stems, plastics and water.proper disposal helps the environment and avoid fines.

Energy use, Using energy efficiently such as lighting, refrigeration and heating helps reduce costs and helps the environment because less energy used means power plants burn less fuel.

(UWTSD,2026)

Cause and effect analysis: Fishbone diagram



Conclusion

- Key finding
- . Sales have dropped by 30%
- . Fewer people are visiting the high street
- . Online competition is increasing
- . Costs are rising
- . Customers prefer convenience
- Overall, the analysis shows the decline in sales is mainly due to reduced high street footfall, increased online competition, and rising operational costs. These factors have changed the way the business operates and affected profitability.



References

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Questions