

A stylized, colorful illustration of a landscape. In the foreground, there are rolling green hills with a dark brown path winding through them. On the left, a green tree with a brown trunk stands next to a purple flower with a pink center. Below the tree, there are orange and yellow flowers. A small red bird is flying in the sky above the tree. The background consists of light blue and white wavy lines representing a sky or distant hills.

Green Haven Florist : Business Analysis

By Aiyana Vaughan canas
Student no: 2513370.
Module: Lclm4004_LON
Lecturer: Said Usman

Overview

- Green Haven Florist context
- Problems affecting the florist
- 5W2H Model
- PESTEL Analysis
- Fishbone diagram
- Key findings



Green Haven Florist context

- Small independent flower shop (Norwich, UK)
- Owned by Liam and Priya Patel
- Known for eco friendly packaging and floral arrangements
- A 30% decline of instore sales

Issues facing the business

30% sale
decrease

Outdated
website

Increase in
Online delivery
preferred

Rising costs of
materials

Competition
from other
online websites

Decrease in
customer visits

5W2H Analysis

What :	decrease in sales (in store)
Why :	less foot traffic, more competition (online)
Where :	Norwich, UK physical store on a high street
When :	Within the last 12 months
Who :	Green haven florist (Liam & Priya Patel), Customers
How :	Competitors, low walk-in customers & outdated websites
How much :	30% decrease in sales

PESTLE analysis

- Political = Import regulations that impact supply
- Economic = Rising costs & Inflation
- Social = Shift in consumer preference towards online shopping
- Technological = growth in e-commerce and online shopping
- Environmental = higher demand for eco friendly products
- Legal = business rules & regulations that must be followed

Fishbone diagram

Technology

Hard to navigate website
outdated website
Low social media activity

People

Unskilled/untrained workers
Poor digital marketing skills

Costs

Eco friendly materials =
higher costs
Flower prices rising

Competition

Higher online presence
Frequent discounts
Quick convent
delivery dates

Decline of
instore sales
- 30%

Key findings

1. In store sales fell by 30%
2. Customers are buying online more
3. Fewer customer coming into the shop
4. Competition has increased (online websites)

5. Small Online presence (websites/social media)

A solution= improve the company's website & ordering system
Improve social media marketing

References

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