



MODULE NAME : Problem solving and decision making

MODULE CODE : LCLM4004

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Assignment 1: Presentation

OVERVIEW

Introduction

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Problem: nature and scope

 PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

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Introduction

- In this presentation, I will analyse and identify the main issues affecting Green haven Florists.
- I will examine the nature and scope of these problems and explore the reasons behind the decline in sales.
- I will use several business analysis tools, including the 5W2H framework, and a fishbone Diagram. These tools will help identify the root causes of the business's declining sales.

Company background

Green Haven Florists

- Founded in 2016
- Owners: Liam and Priya Patel
- Sells ...Fresh flowers, bouquets and floral arrangements
- strong community ties as shown by their instagram presence and national chains with wide delivery coverage
- Green Haven is a small, independent flower shop located in the east of england. The shop was founded in 2016 by Liam Patel and Priya Patel. The business is known for its bespoke floral designs and its commitment to sustainability.
- However, the business is currently experiencing a 30% decrease in in-store sales, mainly due to rising costs and increasing competition from other local businesses. This decline in sales is creating challenges for the long term success of the shop.

Problem: nature and scope

5W2H

Who: Liam and Priya Patel

What: 30% decrease

Where: Green haven physical store in Norwich UK

Why: A downturn in sales

When: Over the past year

How: Reduction in sales

How many: 30%

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

- **Import tariffs on flowers-** if the uk increases taxes on imported flowers, costs will rise for the florists.
- **Minimum wage Laws-** Increases in the National minimum wage raise staffing costs.

ECONOMIC

- **Inflation-**Higher prices for fuel, supplies, and flowers reduce profit margins.
- **Cost of living crisis-** Customers may spend less on non-essential items like luxury bouquets.

SOCIAL

- **Seasonal & cultural events –** High demand during Valentine's, Mother's day, weddings, and funerals.
- **Trend towards eco-friend products –** customers prefer locally sourced flowers

PESTLE ANALYSIS: Green Haven Florists

TECHNOLOGICAL

- Online ordering systems- Having a website or social media increases sales
- Digital marketing- instagram and facebook advertising can attract younger customers.

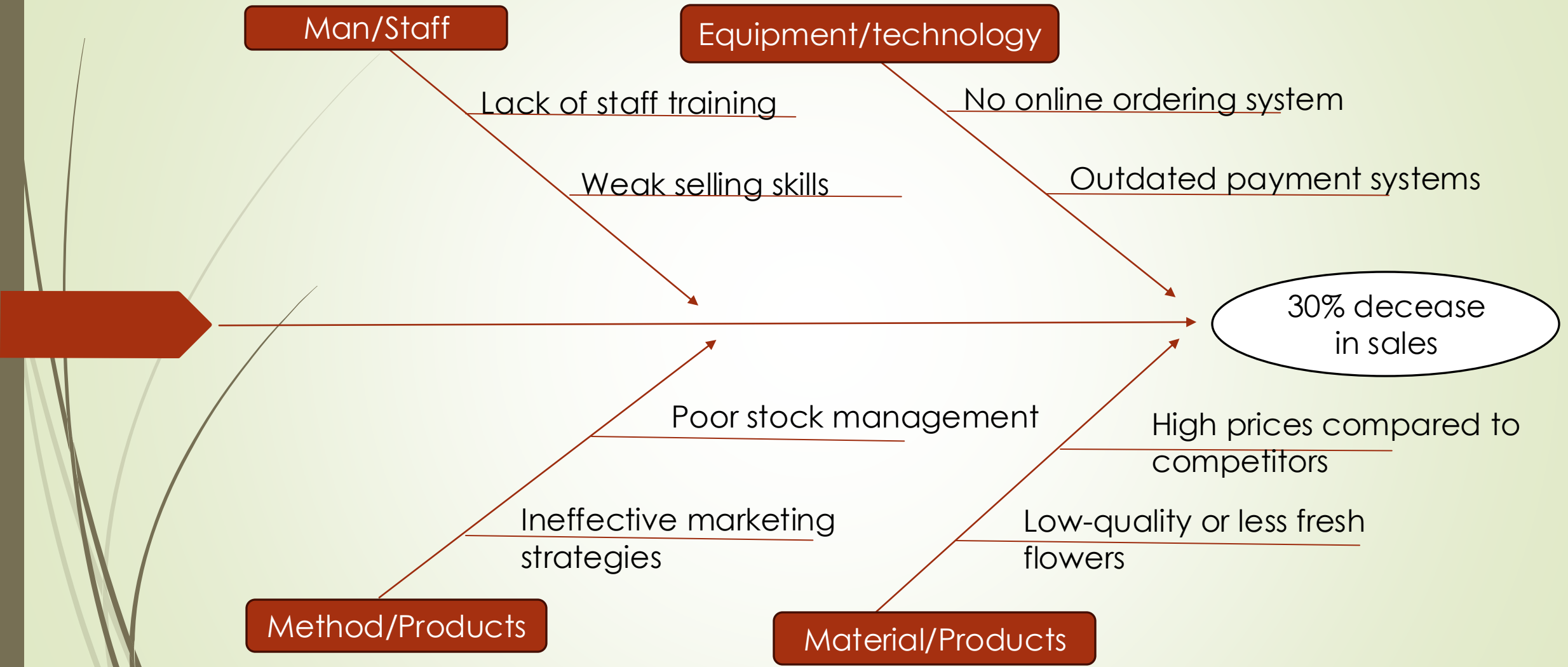
LEGAL

- Employment law – Must follow health & safety and employee rights regulations
- Consumer protection laws – Must Provide refunds or replacements for faulty or damaged goods.

ENVIRONMENTAL

- Climate change- affects flower supply and prices
- Sustainability pressure- need to reduce plastic waste and carbon footprint.

Cause and effect analysis: Fishbone diagram



Conclusion

- Green haven florist is a successful and creative floral business.
- It provides high-quality flowers and attractive arrangements for different occasions.
- The business focuses on customer satisfaction, freshness, and good presentation.
- Strong customer service helps build trust and loyalty.
- Overall, Green haven florist shows how quality products and good management lead to a successful business.

References

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Questions