

Adapting to Change: Addressing the Decline in In-Store Sales at Green Haven Florists

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Module name:Problem Solving and decision making

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Purpose of Presentation



To analyse the issues causing the decline in Green Haven Florists' in-store sales.



To apply business analysis tools to identify root causes and external factors.



To summarise key findings to support future strategic decisions.



Context Summary



Independent flower shop in Norwich, UK, founded 2016 by Liam and Priya Patel.



Known for: bespoke floral design, eco-friendly ethos, and local community engagement.



Recently experiencing: revenue decline, rising costs, and increased competition.

Nature & Scope of Issues



Observed Challenges:



30% drop in in-store sales over the past 12 months.



Reduced foot traffic due to high street decline and online shift.



Increased costs of sustainable materials and imported flowers.



Digital gaps: outdated website, limited delivery flexibility, weak online marketing.



Competitive pressure: new boutique florist (social media savvy) + low-cost national chain.



Impact:

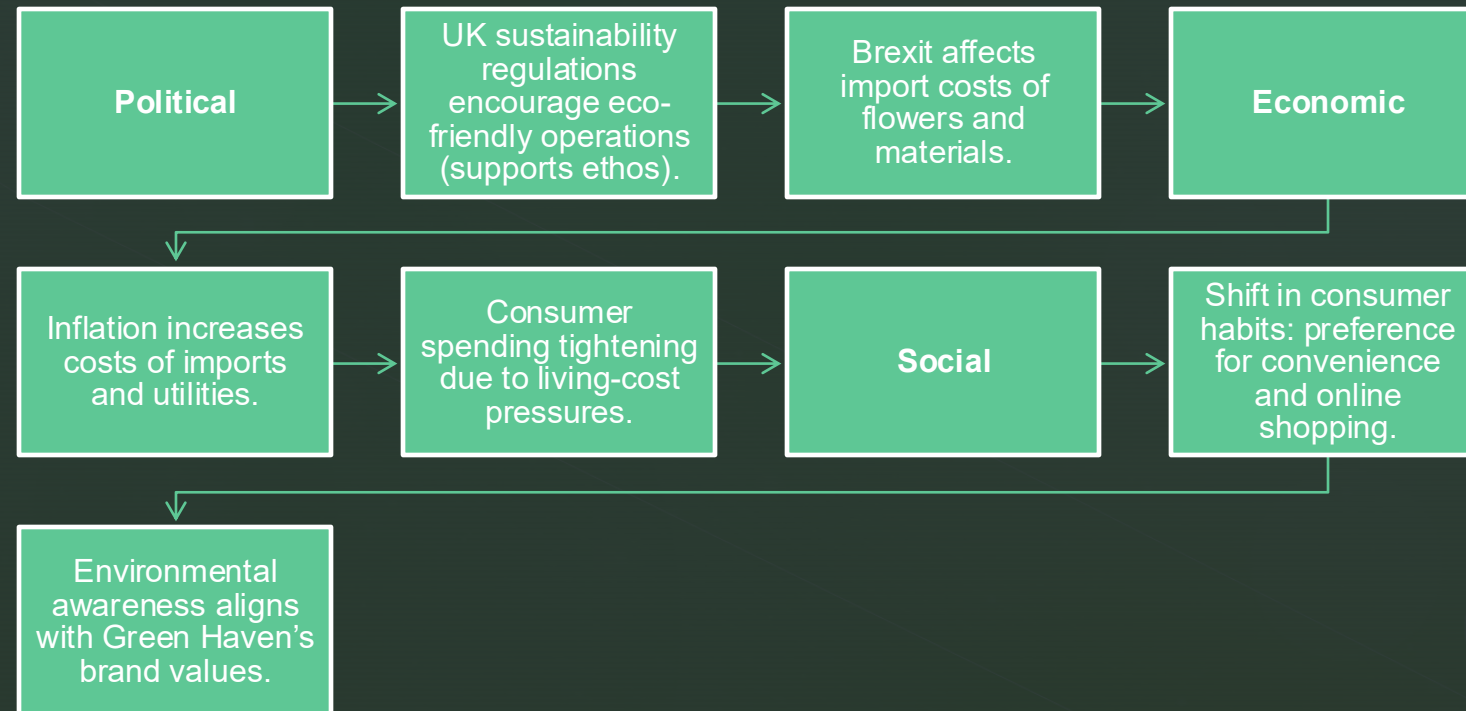


Lower profitability, reduced visibility, and customer migration to online rivals.

5W2H Model

What?	What is the problem?	Decline in in-store sales and customer engagement.
Why?	Why is it happening?	Online competition, rising costs, outdated digital presence, reduced footfall.
Where?	Where is it occurring?	Primarily at the Norwich high street store.
When?	When did it start?	Over the past 12 months, post-pandemic recovery period.
Who?	Who is affected?	Owners (Liam & Priya), employees, and loyal customers.
How?	How is it impacting the business?	Loss of revenue, reduced profitability, market share decline.
How much?	Extent of the issue?	~30% drop in in-store sales, slight rise in online orders not compensating.

PESTEL Analysis (1): External Factors Overview



PESTEL Analysis (2): Technological, Environmental, Legal

- **Technological**
 - Competitors using advanced e-commerce and social media marketing.
 - Green Haven's outdated website and low online engagement = lost opportunities.
- **Environmental**
 - Sustainable materials vital but costly.
 - Environmental footprint increasingly influencing consumer choice.
- **Legal**
 - Compliance with business regulations, local licensing, and sustainability standards.
 - Data protection and online payment security obligations for improved digital presence.

Fishbone Diagram – Root Cause Analysis

- Categories:

- People: Limited digital marketing skills among owners.

Processes: Manual order management, limited website functionality.

Technology: Outdated website, no SEO or mobile optimization.

Materials: Rising cost of imported and sustainable flowers.

Environment: Declining high-street activity, new competition.

Methods: Reliance on word-of-mouth marketing, minimal online strategy.

Finance: Strained cash flow due to cost increases and lower sales.

FISHBONE
DIAGRAM

EFFECT

Key finding summary.

- **Key insights:**
- In-store decline mainly driven by external environment and digital shifts.
- Competitive landscape intensified by new market entrants.
- Internal weakness: outdated website, lack of digital marketing expertise.
- Rising cost threaten sustainability focus and price competitiveness.
- Opportunity: Leverage eco-brand identity with improved online presence and delivery modes.





Reference List:

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Thank you, ladies and gentlemen, for listening to me today .

