

Module Title: Problem Solving and Decision Making

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Brief Explanation of the Specific Business Problem

Green haven florist is an independent flower shop, based in Norwich. They provide handcrafted bouquets and bespoke eco- friendly flower arrangements. The business has seen a 30% drop in the last 12 months due to having less walk-in customer, increase on product pricing and online competition. While having a slight increase on online growth they lack on digital marketing and outdated website. In ordered to survive they need to meet consumer expectation by acknowledging their customer's feedback and regular updated the social media account and website.

Suggested Two Alternative Solutions

Solution A - online expansion and digital transformation

Green Haven florists should start investing in online expansion, meaning they should develop a more modern and up to date website to get involved with new trends and even make a mobile app. This will help the business to attract new customers making it easier for customers to personalize their own bouquet through the mobile app and strengthening engagements with both new and existing customers. This will solve the problem by allowing customers to shop in their own time throughout the whole day.

Solution B Proposal -Delivery

Green Haven should introduce an eco-friendly same day or next day delivery option for its local community across Norwich by using small electric vehicle, electric bike sustaining customers and reducing it operational cost making I easy for customer to receive their last-minute request. With this option it will help the business to increase.

Justification for Selected Solution

Based on my grid analysis I consider solution A to be more appropriate for business because solution A has more depth to connect with customer and has a higher audience than solution B. For Green Haven Florist solution A is best as it allows customer to browse, make payment and customize bouquets through the website.

Risk Analysis of the Selected Solution

According to my risk analysis, Priya and Liam may not always benefit from having a website because it can be costly. This primary risk listed in the analysis table could be detrimental to their company's ability to retain customers and avoid plagiarism. It can be costly to maintain the website by hiring someone to submit promotions, update items on a regular basis, etc. The biggest danger must be dealing with customer payment details because the website could be hacked. Plagiarism is another risk that, if not thoroughly investigated, could result in an expensive fine.

Plan to Implement the Selected Solution

1. Coming up with a plan comes first because without a plan you cannot start a project. It allows everyone involved to understand how the website should be done and avoiding confusion in later tasks.
2. Providing important information allows Priya and Liam to know what content needs to be put into the website. If they don't know the content they will not know where each text should go and what pages need to be made.
3. When everything is ready they can then visualise the layout of their website making it easy to design. This helps finalising the content and structuring the website.
4. Once the design and the content have finished the developers then need to code the website for it to function properly and be running.
5. Last is security and final testing. This allows the website to be a safe place for customer to purchase their goods. Final checks have to be done at the end allowing all content design and coding to be data protected before they launch the website.

Means of Measuring Effectiveness of Implementation of Selected Solution

The aim for this was to update an old website as it focuses on increasing the business sale and visibility by reaching a wider audience through the new and improved website. this has a realistic schedule of 6 to 12 months giving the business enough time to observe its significant return and for customer enough time to revise and learn the new website. This well-structured KPI and SMART objectives provides a strong basis evaluating the effectiveness of the solution

Key Findings

- The grid analysis show that social media has a higher total in cost, sustainability and customer benefit then delivery option implying that social media will be good for the business
- For the risk table the most important one is the customers security detail Having a high number show that the security detail is important.

Reference List

Clyde, L.A., 2000. A strategic planning approach to Web site management. *The Electronic Library*, 18(2), pp.97-108.

Hoekstra, J.C., Huizingh, E.K., Bijmolt, T.H. and Krawczyk, A., 2015. Providing information and enabling transactions: which website function is more important for success?. *Journal of Electronic Commerce Research*, 16(2), pp.81-94.

Appendices

Grid Analysis Table

Factors to consider	cost	Customers benefits	Sustainability	Total
Weighting	4	5	4	
Social	4 16	4 20	5 20	56
Delivery	3 12	3 15	3 12	39

Appendix 2

Risk Analysis Table

	What could cause a risk?	What is the likelihood of the risk occurring? (1 – 5)	What is the impact of this risk? (1 – 5)	Risk Factor = Likelihood X Impact	What can you do to reduce this risk from happening?	If it happens – what can you do to minimise the impact?
1	Cost of maintaining the website	5	2	10	Make use of any free platforms	Try to learn the social media technique so you don't have to pay someone else.
2	Any sort of plagiarism	3	4	12	Try to research as much as you can and search up other competitors	Recreate the website using their own design and avoid compare with other competitors
3	Customer security payments and trust	4	5	15	Have high cyber security system with payment methods	Have a business insurance that cover the expenses if it happens.

Appendix 3

Implementation Plan

Name the problem you are solving: Outdated website

Name the solution you are implementing: online expansion and digital transformation

	Task	WHAT	WHEN	WHO	Done
1	Coming up with a plan or Strategy	This stage is the first thing that needs to be done, it involves Priya and Liam to decide the product information, prices and delivery option.	This task would have to be done before they decide to update the website	This responsibility will have to be either Priya or Liam	A brainstorm would be ideal as this will help plan the website
2	Providing information about Content	According to Hoekstra, et al (2015) This approach allows us to assess the relative significance of informational and transaction-related online functions for website success and to demonstrate how these functions influence various intermediate performance metrics.	This task will take place while they are doing their research and will take up to 3 days to complete	Priya and Liam will for both take part in gathering information for the website	Having a template for where the content should go on each page
3		Design or redesigning a	This task will take around 1	Liam or Priya could hire a	The template has been

	Making a Design for the new update	website involve Priya or Liam to put their creative thought into the web design	day because they have already planned the design	professional web designer	completed, and each page has been done
4	Technical prosses to updating the website	Once the website has been designed it then need to be programmed for it to be used as a working website	this task will take about 3 days once the design it set up	Priya and Liam would have to hire a web programmer to code the website	Once the programmer has coded the web site it will be fully functioning
5	Having a Security data providing trust	Final step is to get a third party involve which include a high security system like data protection team,	This is the final step knowing that the website is done almost completed	Priya & Liam should both be together to contact their third party.	Having a third party will allow it to show on their website make customer know how trustworthy the third part is e.g., PayPal and google pay

Appendix 4

The Key Performance Indicator is: online expansion and digital transformation

Specific	Measurable	Attainable	Relevant	Time-Bound
The goal of updating the website will make the business be seen to a wider audience increasing it sales	By tracking the website traffic and how many people have been using the website	This goal can be challenging as this it involves the website to be advertised properly. Without proper advertisement people won't know the website is up and running	This will benefit the business by allowing more customer to buy product fast and easy through the website rather than coming in store	This will take 6 to 12 months to see the real results.