

MODULE NAME: problem solving and decision  
making

MODULE CODE: LCLM4004

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Assignment 1: Presentation

# OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion

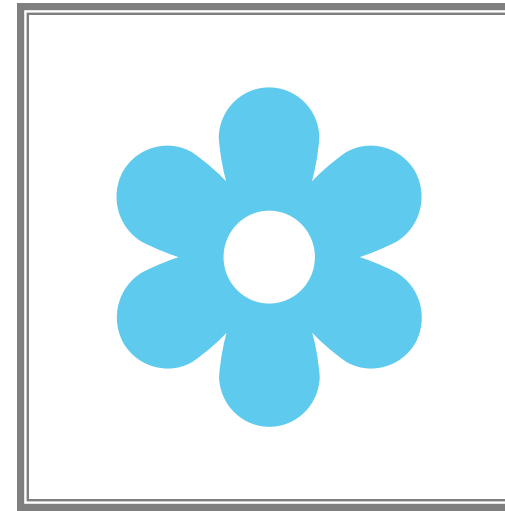
References

# Introduction

- Problems in the green haven florists
- Causes of problems
- Factors of problem
- And how aggressive pricing can be a massive opportunity
- Aggressive pricing: prices set deliberately low to attract customers in the beginning (square up,2025)

# Company background

- Green Haven Florists
  - ← Founded in 2016
  - ← Owners: LIAM and PRIYA PATEL
  - ← Sells floral arrangements
  - ← Strong community ties
  - ← Reputation for bespoke floral arrangements
  - ← Eco-friendly packaging
  - ← sustainable ethos
  - ← walk-in clients
  - ← wedding bouquets
  - ← Wide range of customers



# Problem: nature and scope

## 5W2H

**Who:** Liam and Priya Patel

**What:** downfall in revenue

**Where:** Norwich,uk

**When** :in the last 12 months

**Why:** shops location seen less activity due to close of large businesses

Loss of foot traffic

Customers prefer online low prices

Rising costs

**How:** find the solution for their declining performance

**How much** : 30%

# PESTLE ANALYSIS: Green Haven Florists

## POLITICAL

- Local laws such as labour and environmental laws
- Trade policies imports tariffs on flowers and plants

## ECONOMIC

- Economic conditions downturns reduce consumer spending on non-essential items
- Seasonality: flower demand rise during holiday and special occasions

## SOCIAL

- Consumer trends: increasing interests in sustainable and locally sourced products affect purchasing decision
- Cultural events: cultures have different floral traditions influencing product offspring (studocu,2025)

# PESTLE ANALYSIS: Green Haven Florists

## TECHNOLOGICAL

- ▶ E-commerce: online shopping rise necessitates strong online presence and digital marketing strategies
- ▶ Supply chain technology: innovations in logistics can improve inventory management and delivery efficiency

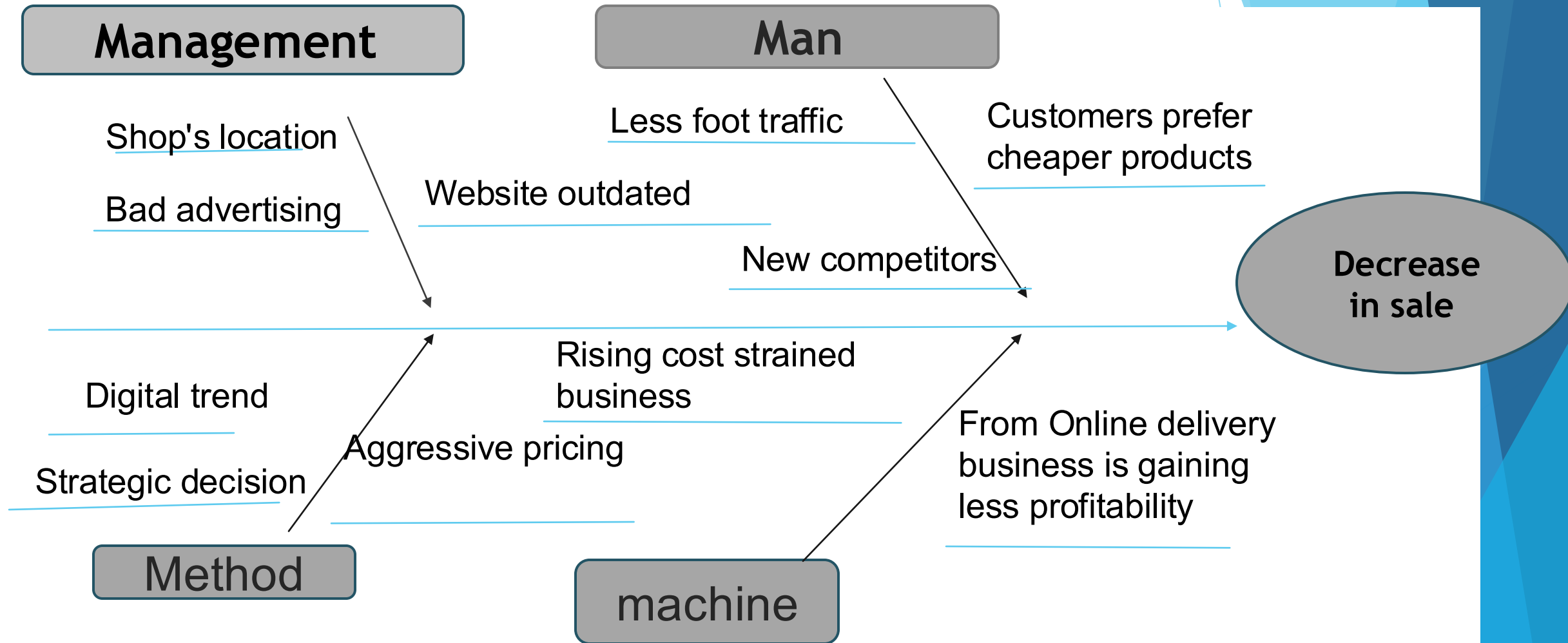
## Legal

- ▶ Health and safety: health's standards is crucial for selling flowers
- ▶ Intellectual property: protecting unique floral design can be important for competitive advantage

## Eviromental

- ▶ Sustainability : growing awareness of environmental issues can lead to demand of eco-friendly products
- ▶ Climate change changes in flowers can affect flower production (studocu,2025)

# Cause and effect analysis: Fishbone diagram



# Conclusion

**I have identified causes of the problem**

**I have identified the external macro-factors that may affect the organisation**

**I have identified the scope and nature of the problem**

# References

- ▶ Square (2025) *Aggressive pricing* Available at: <https://squareup.com/gb/en/business-launchpad/start/pricing-strategies#:~:text=Penetration%20pricing%20strategy%2C%20also%20known,luring%20them%20away%20from%20competitors> Accessed: 12 October 2025).
- ▶ *Green Haven Florist Pestle analysis* (2025) available at : [studocu](#) ( **accessed 14 October 2025**
- ▶ *Fishbone diagram analysis* ( 2025) available at: [concept draw](#) (**accessed 16 october 2025**)

A stylized, calligraphic graphic of the words "Thank You" in a vibrant teal color. The text is set against a white square background. The letters are thick and feature a 3D effect with a darker teal shadow. The design is embellished with several small, dark teal stars and dots scattered around the text.

Thank You

Questions