



Assignment 1: presentation

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OVERVIEW

Introduction

Company background

Problem: nature and scope

**PESTEL ANALYSIS: Green Haven
Florists**

**Cause and effect analysis: Fishbone
diagram**

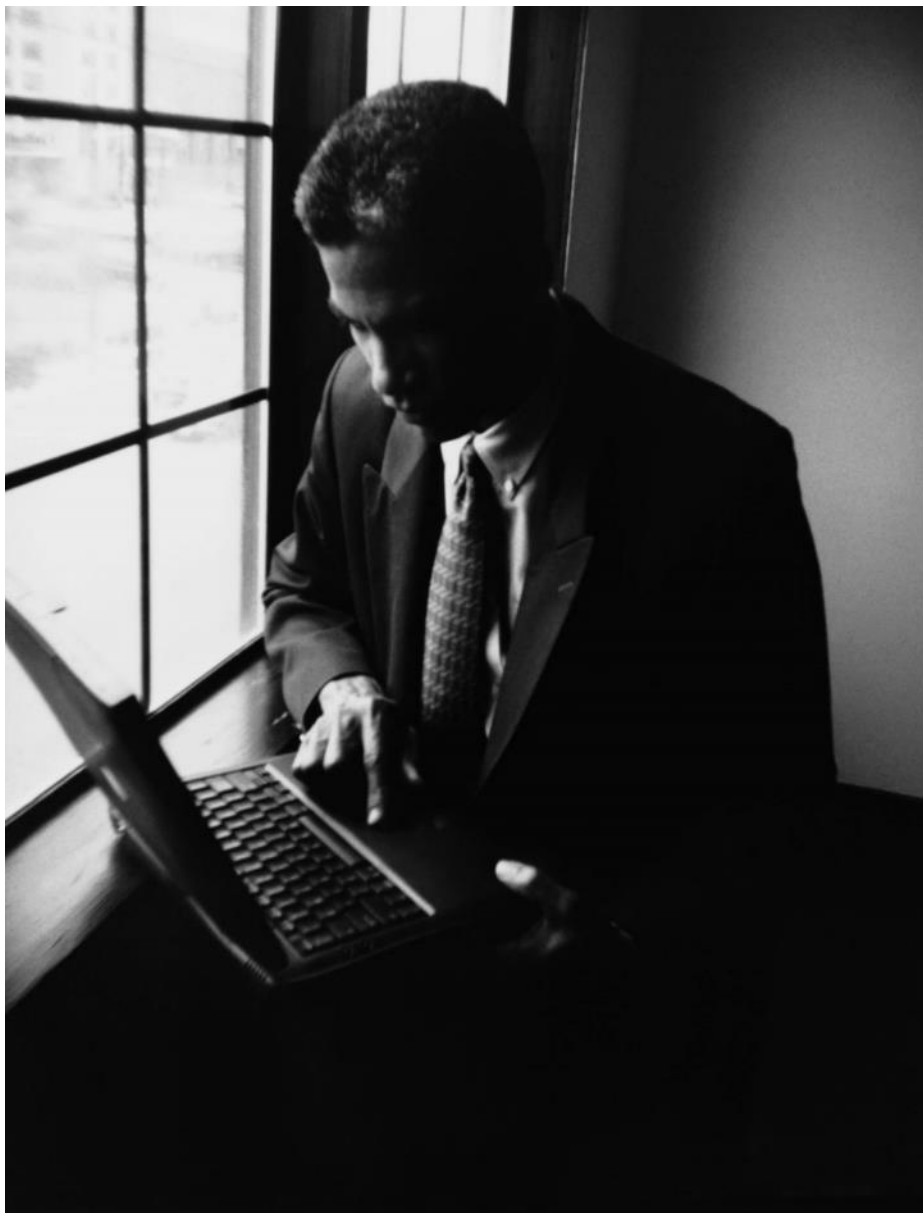
Conclusion

References

Introduction

GREEN HAVEN FLORISTS

The small independent business has been experiencing a decrease in sales. In the last 12 months the business has reported a 30% decline in in-store sales. It is established by Liam and Priya Patel in Norwich UK. They have many factors in which their business is going downhill and need to be sorted out as quick as possible if they don't want to end up closing down their business.



COMPANY BACKGROUND

GREEN HAVEN FLORISTS

- Known for eco- friendly packaging.
- Known in the local community.
- Locally sourced blooms, orchids etc.
- Not really of a big online presence.
- Two new competitors in the community.

Problem: Nature and Scope 5W2H

Who	The owners Liam and Priya.
What	Business is struggling to maintain profitability in changing retail environment.
Where	The problem mainly affects the physical store in Norwich.
When	Over the last 12 months.
Why	The decline is caused by increased online competition, foot traffic and outdated website.
How	Low customer visits, weak digital marketing and competitors.
How much	30% decline in store sales.

PESTEL ANALYSIS:

POLITICAL

- Surged due to supply chains.
- Government policies regarding packaging.

ECONOMIC

- 30% decline in in-store sales.
- Locally sourced blooms have become more expensive to uphold.

SOCIALLY

- Uses sustainable materials.
- Customer feedback has shown demand subscription services.

PESTEL ANALYSIS:

TECHNOLOGICALLY

- Shop's website is outdated and difficult to navigate.
- Having struggles keeping up with digital trends.

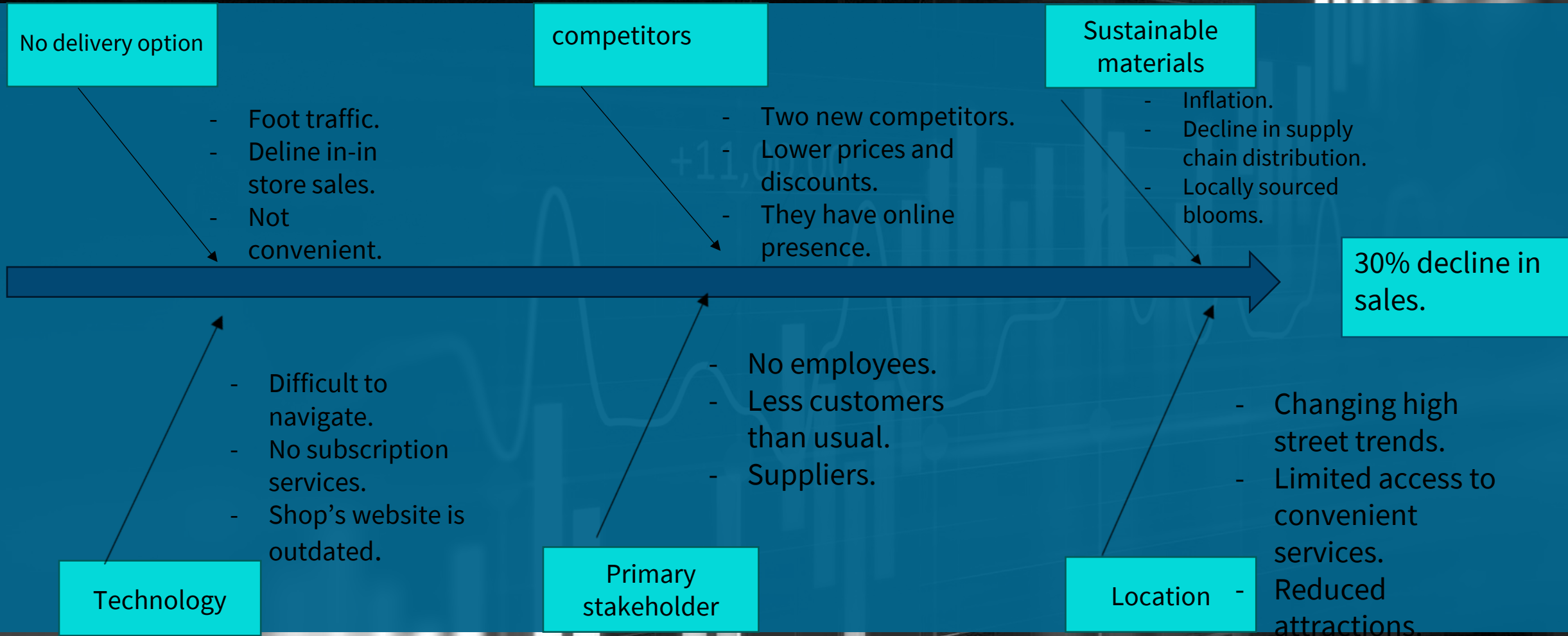
ENVIRONMENTAL

- Two new competitors have entered the local market
- Significant downturn in revenue and foot traffic.

LEGALLY

- Importing flowers means the business must follow trade and import regulations.
- Compling with consumer preotections and employment laws.

Cause and effect analysis: Fishbone Diagram





CONCLUSION

In conclusion, if Liam and Priya don't take any actions any time soon they could end up closing down their small business. To remain competitive and sustainable the business needs to adapt its strategy and improve its digital and operational approach.

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THANK YOU !!!
Questions?