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Brief Explanation of the Specific Business Problem

Located in Norwich, UK, Green Haven Florists is a small, independent flower business. The company used to be prosperous because to its devoted local clientele and environmentally responsible flower creations. Sales have, however, decreased by 30% over the last 12 months, mostly due to increased prices, new competitors, and consumers purchasing more flowers online. Liam and Priya, the company's proprietors, are having difficulty maintaining the business's sustainability and profitability. This research will specifically address the issue of declining revenue and consumer engagement as a result of a lacklustre online presence and insufficient digital marketing.

Solution A Proposal – Develop a New Online Store and Digital Marketing Strategy

Redesigning Green Haven's website and starting an effective email and social media marketing campaign are the two components of this approach. Clear graphics, online payment, delivery tracking, and environmentally friendly branding are all features that should make the website easier to use. Promoting on Google, Facebook, and Instagram may assist draw in younger clients. Seasonal discounts or frequent internet marketing may help boost sales. With this approach, Green Haven would be able to compete more effectively with major internet merchants, enhance customer ease, and reach more people than just local consumers.

Solution B Proposal – Introduce a Flower Subscription and Loyalty Program

The goal of this approach is to keep customers. Green Haven may start a flower delivery business where clients will get fresh flowers every week or every month. Recurring purchases would be rewarded with points, discounts, or free shipping under a loyalty program. Subscriptions provide consistent revenue and establish enduring connections with customers. This will encourage local customers to stick with the business instead of switching to national internet merchants and assist sustain consistent sales throughout the year. "Customer loyalty programs have been shown to improve customer retention and increase lifetime value (Kotler and Keller, 2016).

Justification for Selected Solution

Solution A (new website and digital marketing) is the best choice, according to the PMI research. Although there is merit to both concepts, enhancing the online

presence directly tackles the primary issue of poor online engagement. The floral subscription plan relies on current, devoted clients, but the company must first entice them once more. The marketing strategy and website update will raise awareness, draw in new clients, and provide the groundwork for upcoming loyalty initiatives. Cost, long-term sustainability, potential reach, and consumer convenience were the primary criteria that were employed, and Solution A received superior scores in each of these areas.

Risk Analysis of the Selected Solution

Solution A's primary risks include poor beginning traffic, a high development cost, and a lack of digital capabilities. Liam and Priya may lack technological expertise, and a new website can be costly. Online advertising also runs the danger of initially producing insufficient results. The company might start with a modest social media expenditure, hire a local site designer, and track outcomes every week to lower these risks. Hiring a part-time social media assistant or receiving training in digital marketing may also be beneficial. Overall, there are more advantages to this solution than disadvantages. "Digital marketing strategies can significantly improve small business visibility and sales when properly implemented (Chaffey and Ellis-Chadwick, 2019)."

Plan to Implement the Selected Solution

Hiring a local web designer to redesign the website with online purchasing and delivery options would be the first step in the implementation process. After that, three weekly postings on Facebook and Instagram will be used to introduce a new social media strategy. For a month, online advertisements will be launched to draw in new users. Priya will be in charge of online customer support, while Liam will oversee website upgrades. It will take around three months to complete this job. In order to boost online and in-store sales, the strategy is set up to first raise awareness before promoting seasonal deals and online services. "The revenue generated from the UK online flower market increased by 12% in 2024, indicating rapid growth in e-commerce within this sector (Statista, 2024)."

Means of Measuring Effectiveness

The growth in online sales and website traffic will be the primary Key Performance Indicator (KPI). Additionally, the company need to monitor the quantity of social media followers, online evaluations, and client interaction (likes, comments, and shares).The SMART objectives are:

- Increase website traffic by 40% within three months.

- Achieve a 25% rise in online orders within six months.
 - Gain 500 new Instagram followers by the end of the first campaign.
 - Maintain customer satisfaction above 85%.
- These goals are specific, measurable, achievable, relevant, and time-bound, allowing Liam and Priya to monitor progress effectively.

Key Findings

- The main business problem is reduced sales due to a weak online presence.
 - Digital competition and rising costs have reduced foot traffic and profit margins.
 - Developing a modern website and marketing plan will increase visibility and convenience.
 - Risks can be managed with small budgets and local technical support.
 - Clear SMART goals and KPIs will help Green Haven track improvement and plan further growth.
- Overall, Solution A offers a sustainable way for Green Haven to adapt to modern shopping trends while keeping its eco-friendly and community-focused brand values.

Reference List

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Appendices

Appendix 1 – PMI Analysis Table

Solution A: New Website & Digital Marketing		
Plus	Minus	Interesting
Attracts more customers online	Initial cost of website upgrade	Can connect to younger audience
Increases convenience and sales	Requires training or expert help	Opportunity for national reach
Strengthens brand visibility	Time-consuming setup	May boost eco-friendly image
TOTAL: 3	TOTAL: 2	TOTAL: 2
Final Answer for Solution A = Positive (more advantages than disadvantages)		

Solution B: Subscription & Loyalty Program		
Plus	Minus	Interesting
Builds loyal customer base	May not attract new customers	Creates steady income
Provides regular monthly revenue	Needs system to manage subscriptions	Can promote sustainability
Encourages repeat purchases	Depends on existing customer base	Could pair with local gifts
TOTAL: 3	TOTAL: 3	TOTAL: 2

Solution B: Subscription & Loyalty Program		
Final Answer for Solution B = Balanced but less impactful		

Appendix 2 – Risk Analysis Table

What could cause a risk?	Likelihood (1–5)	Impact (1–5)	Risk Factor (L×I)	How to reduce it	If it happens – what to do
High cost of website development	2	5	12	Use affordable local web designers	Delay non-urgent upgrades
Lack of digital skills	4	4	16	Attend short marketing courses	Hire part-time digital helper
Low online traffic	3	3	9	Invest in social media ads	Offer discounts and referrals
Negative online reviews	2	4	8	Train staff on service quality	Respond quickly and improve
Technical website errors	2	3	6	Regular testing and backups	Contact developer immediately

Appendix 3 – Implementation Plan

Problem: Decline in customer engagement and sales due to weak online presence

Solution: Develop new website and digital marketing strategy

Task (What)	When	Who	Done
Research affordable web designers	Week 1–2	Liam	
Build new website with online payment & eco-branding	Week 3–6	Web designer + Liam	
Launch social media accounts & plan content	Week 5–7	Priya	
Start advertising campaign (Facebook & Instagram)	Week 8–10	Priya	
Review progress and adjust marketing strategy	Week 11–12	Liam & Priya	

Appendix 4 – KPI and SMART Table

Key Performance Indicator: Increase in online sales and customer engagement

Specific	Measurable	Attainable	Relevant	Time-Bound
Launch a new website and digital campaign to raise online sales by 25%	Use Google Analytics and sales data	Achievable with small budget and planning	Relevant to solving sales decline	Within 6 months of launch