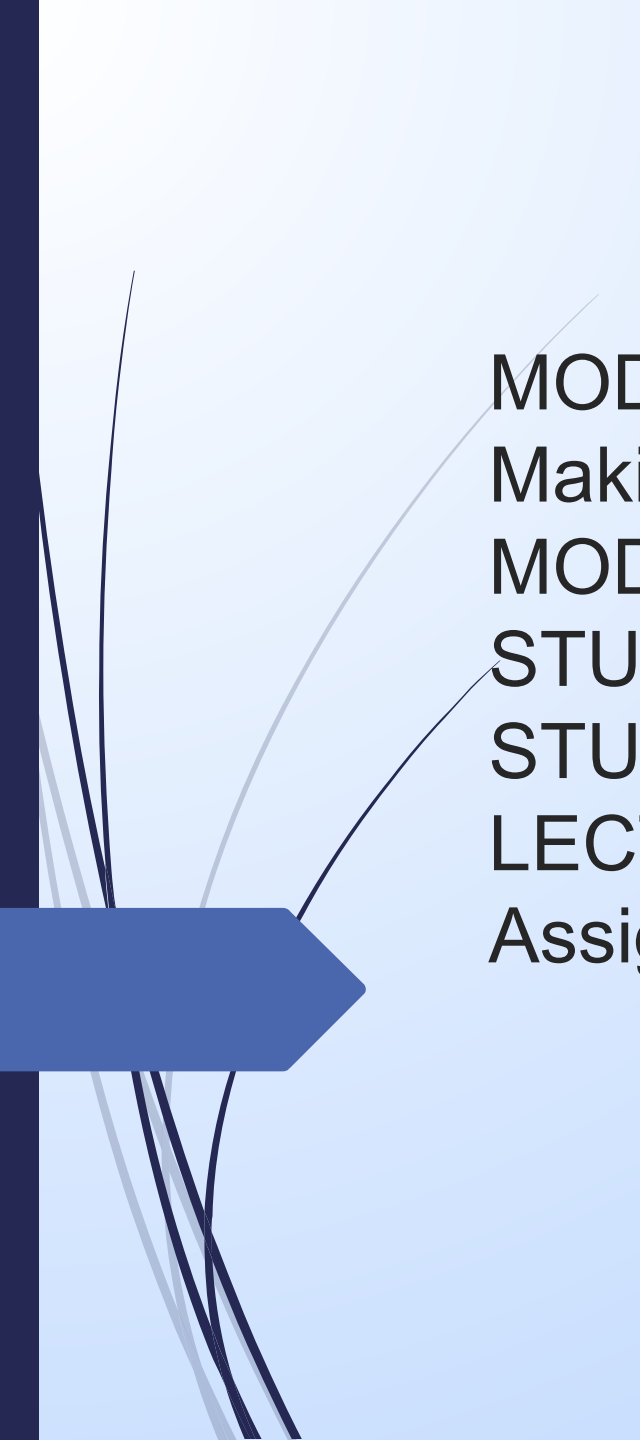




MODULE NAME: Problem Solving and Decision
Making

MODULE CODE: LCLM4004

STUDENT NAME: Ricardo Baptista

STUDENT ID: 2414921

LECTURER: Anita Nan

Assignment 1: Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion

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Introduction

This Presentation is to figure a viable solution for the small independent floral shop known as Green Haven Florists who have been on a decline this presentation serves to give them solutions by breaking down the issues they face

It will be done with these techniques,5W2H,PESTLE Analysis and A Fishbone Diagram

Company background

- **Green Haven was found in 2016 by the and is ran by the joint partnership of Liam and Pirya Patel who have strong ties to their communit, they are a brand that focuses on selling flowers for a variety of occasions such as, corporate events, weddings and etc**
- **Despite the Ecofriendly approach,the business is slowing down with a drop in revenue with competitors with that offer better customer experiences and rising costs they must adapt their model or risk losing everything they worked for**

Problem: nature and scope

- **Who:** Green Haven Florists is Being run by Liam and Pirya Patel and despite the friendly and sustainable model they are being outclassed by their competitors
- **What:**Green Haven Florists is a Floral Business that sells flowers for many occasions but is now struggling to complete with its rivals and is dropping revenue
- **Where:**Norwich,Uk which itself is a county town in Norfolk and it was once on a busy high street but that has long passed with the closure of many businesses were struggling to match with shift of online shopping
- **When:** in the Year 2016 it was founded however problems arised in the last 12 months
- **Why:**Due to the not upgrading and switching to a online shopping business model and a rising cost of the flowers that are normally high demand and a weak social media presence
- **How:**one competitor has a strong instergram presence and the other has a aggressive and a wide range delivery coverage, all that the Green Haven are currently lacking
- **How much:** a 30% decrease but a few online sales

PESTLE ANALYSIS: Green Haven Florists

- 
- **POLITICAL:** Import tariffs can influence how much a product costs and prices
 - **ECONOMIC:** Cost of flowers have increased due to demand, Online shopping has is more of a popular choice nowadays
 - Flowers sales fluctuate between seasons and are more likely to increase during special holidays
 - **SOCIAL:** Flowers shops are on a decline in general as supermarkets and online ordering makes them more convenient over them (DeAngelis, 2013)
 - Flowers are also most popular with Senior Citizens as interest in flowers rise with age
 - Cultural events can play a large role in contributing to sales (Thursd., 2024)

PESTLE ANALYSIS: Green Haven Florists

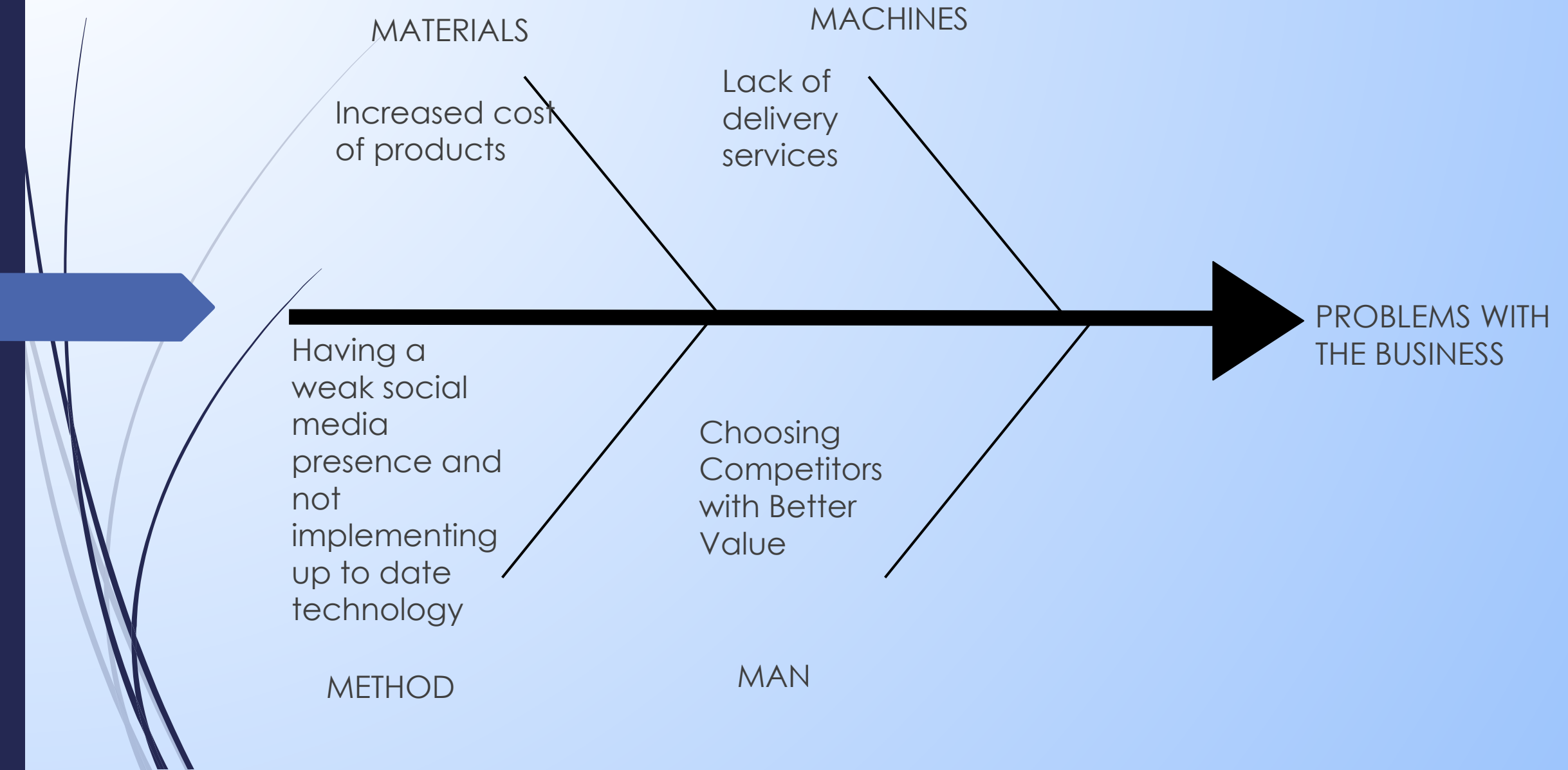
TECHNOLOGICAL: the competitors have more convenient options or a dominate presence on social media
(Deals, 2022)

LEGAL: the company must adhere to laws that center around handling and selling Floral products to ensure the best quality

ENVIRONMENTAL : the company has an ecologically friendly business model which is known to be 75% to 85% more difficult to maintain than a regular one(Gutsa, 2025)

Climate change can affect availability and production (Marsden , 2025)

Cause and effect analysis: Fishbone diagram



Conclusion

- In Conclusion there are a few yet significant changes the business needs to withstand the competition
-
- More delivery options such as subscriptions and sameday delivery can offer the same convenience that the competitors are giving out
-
- An up to date and active social media is good for engagement and you can build a community around your brand
-
- Adapt the business model to fit around the rising prices of flowers if needed they may need to downscale and use cost cutting measures

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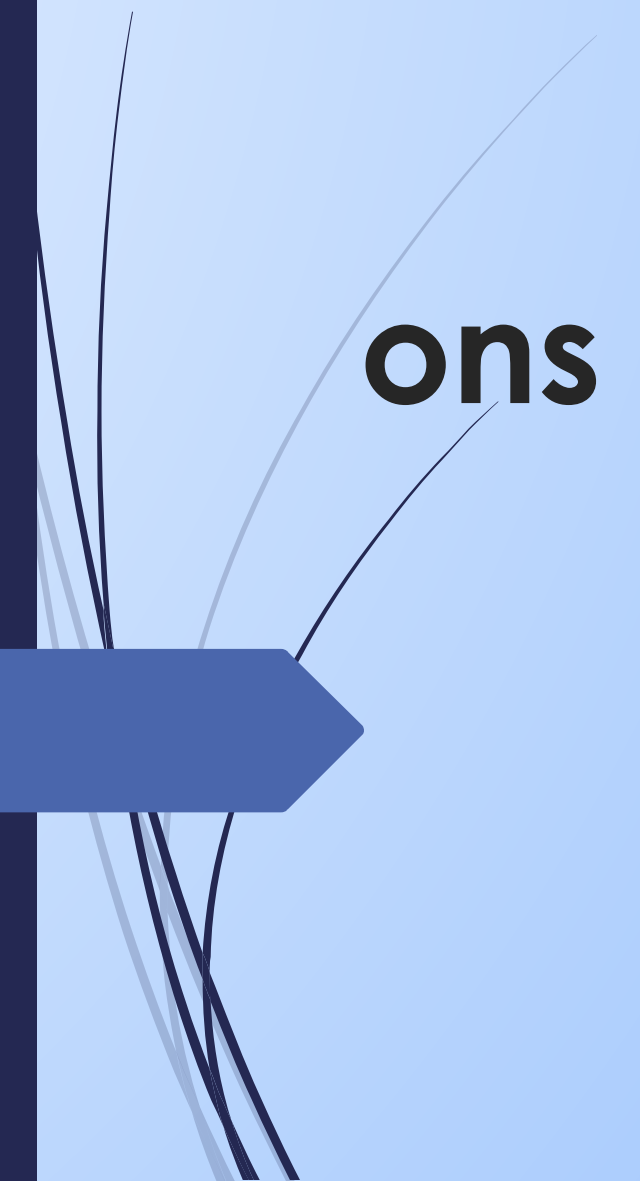
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Thursd. (2024) The most popular holidays in the flower industry, Thursd. Available at: <https://thursd.com/articles/most-popular-holidays-in-the-flower-industry#:~:text=Every%20year%2C%20Mother's%20Day%20brings,make%20the%20most%20money%20possible.> (Accessed: 16 March 2026).

A graphic featuring the words "Thank You" in a vibrant, teal-colored script font. The text is set against a white background and is surrounded by several small, teal-colored stars and dots, giving it a celebratory or appreciative feel.

Thank You

A decorative graphic element consisting of a dark blue arrow pointing to the right, with several thin, curved lines trailing behind it, suggesting motion or a path.

Questions