

Green Haven Florists: Business Analysis & Strategic Review

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Introduction & Presentation Structure

- Overview of Green Haven Florists case study
- Issues impacting in-store sales
- Application of 5W2H model
- PESTEL analysis
- Fishbone diagram analysis
- Summary of key findings

Case Context Overview

- Founded in 2016 by Liam and Priya Patel in Norwich, UK
- Strong reputation for bespoke floral designs
- Eco-friendly packaging and locally sourced blooms
- Served walk-in, corporate and wedding clients
- Experienced 30% decline in in-store sales in the past 12 months

Nature & Scope of Issues Affecting In-Store Sales

- Reduced high street foot traffic due to local business closures
- Shift towards online shopping behaviour
- Increased competition from online retailers and national chains
- Rising flower import costs and inflation pressures
- Outdated website and limited digital marketing presence

5W2H Analysis

- What: 30% decline in in-store sales
- Why: Increased competition, rising costs, digital shift
- Where: Physical store location (Norwich high street)
- When: Significant impact over last 12 months
- Who: Liam & Priya, customers, competitors, suppliers
- How: Loss of foot traffic, limited online optimisation
- How Much: Revenue decline affecting profitability and sustainability

PESTEL Analysis

- Political: Post-Brexit import challenges affecting flower supply
- Economic: Inflation increasing operational and supplier costs
- Social: Consumer shift towards convenience and online shopping
- Technological: Weak digital presence and limited e-commerce optimisation
- Environmental: Commitment to sustainability increases material costs
- Legal: Compliance with UK retail and employment regulations

Fishbone Analysis (Cause & Effect)

- People: Limited digital marketing skills
- Process: Weak online ordering system
- Price: Higher costs than national chains
- Place: Declining high street activity
- Promotion: Low social media engagement
- Product: Premium eco-focus limiting cost flexibility

Key Findings

- External pressures significantly impacting sales
- Digital transformation is urgently needed
- Rising costs reduce pricing competitiveness
- Strong brand reputation remains a key advantage
- Modernisation required to sustain long-term growth

References

- Kotler, P. & Keller, K. (2016) Marketing Management.
- Johnson, G. et al. (2017) Exploring Strategy.
- Office for National Statistics (ONS) UK Retail Data.
- PESTEL and Fishbone analysis academic frameworks.