

Green Haven Florists Case Study

Module code: LCLM 4004 - Problem Solving and Decision Making

**Programme: Certificate of Higher Education in
Business Skills for the Workplace**

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Assignment : Individual Presentation

Agenda

- ▶ Introduction and context
- ▶ Nature and Scope of the Problem
- ▶ 5W2H Analysis
- ▶ PESTEL Analysis
- ▶ Fishbone Diagram
- ▶ Refences



Introduction & Context

- ▶ Green Haven Florists is an independent flower shop
- ▶ Founded in 2016 by Liam and Priya Patel
- ▶ Known for Popular Handcrafted Floral arrangements, eco-friendly practices and sustainable packaging
- ▶ Recently facing business challenges and shrinking store performance
- ▶ Purpose: analyse critical problem affecting the business and a key factor

Nature and Scope of the Problem

- ▶ 30% decline in in-store sales in the past year
- ▶ Lessen foot traffic on the main street
- ▶ Challenge from e-commerce flower delivery services
- ▶ Price increased of imported flowers and eco friendly materials
- ▶ Obsolete (outdated) website and limited digital marketing

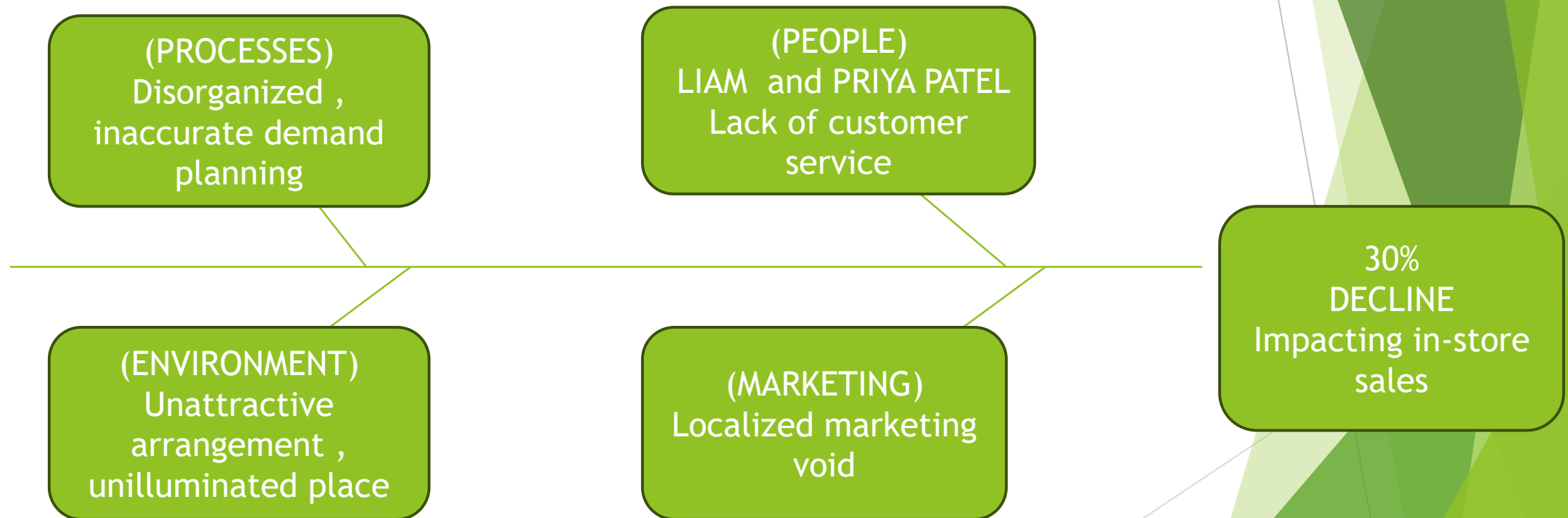
5W2H ANALYSIS

Elements	Details	Implication
WHAT	30% Reduction in-store sales	Evidence decrease client retention
WHY	E-florists provide competitive efficiently priced	Digital adoption solutions
WHERE	Norwich a popular High street slow sales activity	Reduction local consumption
WHEN	Persistent decline since 2024	Continuing fundamental flow
WHO	Liam and Priya Patel, shareholders	Daily operational difficulties
HOW	Behind the times, ineffective e-commerce	Minimised brand exposure
HOW MUCH	More or less 33.3% lost earnings	Imperative need for regeneration strategy

PESTEL ANALYSIS FLORIST UK

FACTORS	DESCRIPTION	IMPACT OF THE COMPANY
POLITICAL	Local regulations regarding business operation, potential tax incentives for eco-friendly businesses	These regulations can either facilitate or hinder the shop's ability to thrive in a competitive landscape
ECONOMIC	Inflation and rising costs imported flowers	Pricing strategy profitability. Additionally, the shift in consumers spending toward online retailers complicates the shop's financial stability
SOCIAL	Demand eco-friendly, custom-made , highlight its eco-friendly operation	Support rising eco-friendly practices.to attract ecological consumers
TECHNOLOGICAL	Improvement social media marketing and e-commerce platforms	Keep up digital marketing demand to remain competitive to virtual stores
ENVIRONMENTAL	Focus on ecological balance by using raw materials and locally flowers.	Resolution prepares increasing consumer consciousness on ecological issues

FISHBONE DIAGRAM



SUMMARY

- ▶ CRITICAL PERFORMANCE GAP: 30% in-store loss is not being recompense by internet retailing .
- ▶ PRICING DILEMMA: eco-friendly is a core brand equity , but spike costs are making present pricing unsupportable
- ▶ DIGITAL NECESSITY: without a strong user-friendly e-commerce system , the business cannot contend with larger digital-first florists
- ▶ STRATEGIC PIVOT: affluence depends on balancing the “close engagement ” of the retail outlet with a streamline experience.

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