

Module Title: Problem Solving and Decision Making

Module Code: LCLM 4004

Assessment: Component 2 Report

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Task 1: Overview of Case-study

Green Havan Florists is a small flower shop, based in Norwich. Founded in 2016 by Liam & Priya Patel, they cater for a whole range of clients, whether walk-in clients as well as corporate, and for all occasions they have built a positive reputation due to their unique and exceptional quality. Recently however, they have started to experience a significant downturn in revenue and orders. This is partially due to them not being able to keep up with the market, as well as various other internal issues, like having a poor delivery service, rising costs, and many other reasons.

Root problem: 30% decline in in-store sales → decline in revenue.

Task 2: Two Proposed Solutions

Solution A Proposal

Initiating profiles on Instagram and TikTok:

As of January 2025, 54.8 million people (79% of the population) around the UK use social media. (Kemp, 2025). 32.6% of people aged between 25-34 use social media, which is a huge part of their target audience. (Haigen, 2025). Out of this number, more than 30 million people across the UK now use TikTok each month (Newsroom | TikTok, 2025). By using social media, they're able to significantly increase their exposure, and build awareness and a reputation around the area. By having consistent material being uploaded, the customers would build interest in the company.

Solution B Proposal

Building a new website:

60% of shoppers say website usability is important for them. If the website is impractical to operate, then eventually the potential customers would abandon their order.

Likewise, many customers found it difficult to navigate around the website. With a revised edition, people would feel engaged with the company, boosting the chances of the customer proceeding with the order. Stats show that it takes about 50 milliseconds for visitors to form an opinion on your website, so it is integral to ensure that the homepage as well as the sub-pages are modernised and prevailing. (Hufford, 2025)

Task 3b) Evaluation Results and Justifications

Based on the grid analysis, **solution A** appropriate to proceed with, as it meets the demands and capabilities of the business.

The business was only able to invest a limited amount of money as they were losing a significant amount, so this was a vital factor. Social media generally as much money as compared to websites to run. Websites demand a higher price to develop, which the business seems incapable of. In the long-term run however, it would be much more supportive for them; but considering that they first need to find a solution, they require a more short-term, effective solution which can deliver quick results.

Task 4b) Risk Analysis Results and Justifications

One of the potential risks could be consuming too much time trying to develop innovative content for their pages, which could have been time spent elsewhere on more important tasks. This is since small businesses tend to spend 6-10 hours a week just on social media advertising. This is quite a huge amount of time, considering that they are not a huge company. (Indiana, 2025)

Despite these risks, the likelihood of them occurring can be reduced; this is if they develop a well-structured plan of how they intend to use it.

Task 5b) Justifications for the Implementation Plan

The owners required a detailed plan to see and forecast what they were aiming for. Without a clear plan, they wouldn't know what to do and when to do it. Also, they should analyse the market, as this would help them build ideas and see where others excel and are successful, further supporting them to build a clearer strategy of becoming top in their business market.

They should also regularly monitor and analyse the statistics, as this would help them grow and see where they need to improve and where they are successful.

Task 6b) Justifications for the KPI and SMART Objectives

The key performance indicator would be them having a significant increase in the number of customers, as this was one of their purposes in creating a social media

presence. When they get more customers, they will start to see their profits rise again and eventually recover from their crisis.

A target was to maintain consistency; this is key, as if they would become inconsistent, then they can become prone to losing followers, who were potential customers. To have regular engagement with your followers develops a relationship between the business and the people, further strengthening their presence in the market.

Task 7) Key Findings

The report has revealed the following key findings:

- Through the grid analysis table, it is found that the business should create accounts on TikTok and Instagram, especially considering their current financial state.
- By using the risk analysis table, we were able to recognise potential issues and how to resolve them. They can overcome most potential issues by pre-planning and a structured approach.
- The business should follow a structured plan to make the best possible use of these social media platforms.
- The SMART objectives helped identify what reasonable, achievable steps they should take to reach attain the best possible outcome.

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Appendices

Appendix 1 – Task 3a

Grid Analysis Table

Factors to consider	Money in	Time	Benefits	Total
Weighting	3	4	5	
Initiating profiles on Instagram and TikTok	4	2	4	40
Building a new website	3	2	4	37

- *Proctor, T. (2019). Creative Problem Solving for Managers: Developing Skills for Decision Making and Innovation. Fifth ed. New York: Routledge. (pg.231)*

Appendix 2 – Task 4a

Risk Analysis Table

	What could cause a risk?	What is the likelihood of the risk occurring? (1 – 5)	What is the impact of this risk? (1 – 5)	Risk Factor = Likelihood X Impact	What can you do to reduce this risk from happening?	If it happens – what can you do to minimise the impact?
1	Too much time being consumed on making posts and videos	3	2	6	Allocating a certain time in which they would post	Capping the number of posts they will do
2	Reputation damage via negative customer feedback	2	4	8	Trying to provide the best possible service to every customer	Respond directly to the individual and solve any issues which they came across
3	Paying too much for advertising to reach broader community	3	3	9	Create a balance between income and advertising costs.	The next time they will pay, they should give slightly less to compensate, as they do not want to lose control of their finances

- *Sproull, B. (2018). The Problem-Solving, Problem-Prevention, and Decision-Making Guide Organized and Systematic Roadmaps for Managers. New York: Taylor & Francis, [] Productivity Press.*

Appendix 3 – Task 5a

Implementation Plan

Problem: *Decline in revenue*

Solution: *Increasing exposure by using Instagram and TikTok*

	Task	WHAT	WHEN	WHO	Done
1	Define their goals and objectives	They should discuss their aims and set out SMART targets which they want to achieve, how much time and money they will invest.	As soon as they decide to go forth and create social media pages.	The owners (<i>Liam and Priya</i>)	They should have a clear set of goals, with their deadlines and what they will do to achieve them.

2	Analyse and research fellow market brands	See what others in the same market are doing, what makes them stand out	Once they have a plan laid out	The owners	They should find what other competitors have unique on their pages, and what is attracting customers.
3	Create a new TikTok and Instagram page	They now should make their pages, add a profile picture and a catchy bio, which is conspicuous. They should also post a couple of pictures once they have made the account just to show the new followers the services which they offer.	When they have a clear strategy of how to effectively make use of the social media platforms.	The owners	They should start to get some followers and likes on their posts.
4	Utilise the advert option for businesses	They should start to invest their money in advertising and showcasing to the wider public the wide selection of services which they offer.	Once they have posted a couple of pictures and information regarding the business,	The owners	They should start to slowly have an increase in orders, and more people would become aware of the business.
5	Regularly analyse and improve	The business should view the statistics of which advertisements were more popular amongst the people. They should also continue to observe the fellow	Once or twice every month	The owners	They should improve on their weaknesses and further expand and proliferate the awareness of

		businesses in the same market, seeing ideas and new initiatives which they are introducing			the business innovatively.
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- Institute of Leadership & Management (2013). *Solving Problems and Making Decisions*. Routledge. (pg. 98-100)

Appendix 4 – Task 6a

The Key Performance Indicator is: Attaining more customers →
Gaining more profits

Specific	Measurable	Attainable	Relevant	Time-Bound
Grow a social media audience	Earning 5000 followers on each platform	Having engagement with the audience	Helps establish and build audience growth	Within 3-4 months
Maintain consistency	Having 2-3 posts a week	By having a timetable of when to post, what to post etc	Keeps an awareness of the business, reminds others	Consistently for at least 4 months.

Boogaard, K. (2023). *How to write SMART goals*. [online] Atlassian. Available at: <https://www.atlassian.com/blog/productivity/how-to-write-smart-goals>