

Module Title: Problem Solving and Decision Making

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Student Name: Fozia bashir

Student Number: 2404551

Lecturer's Name: Annamarie Dufficy

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- **Cover Page and Contents Page - Approximately 100 words**

Task 1: Overview of Case-study

Green Haven Florist is a small flower shop that is facing serious problems. The main issue is that they are losing money and customers. The root problem they are facing is falling profits because fewer people are visiting the shop. In-store sales have dropped by 30%. The reason for this is customers prefer to buy flowers online instead of going to the store. Costs are rising flowers and materials are becoming more expensive to buy. Big online companies and new local shops are taking their customers. The website is hard to use, and they do not advertise well online. This means they are falling behind competitors who have a stronger digital presence. To survive, the business needs to adapt to how modern customers want to shop

Task 2: Two Proposed Solutions

Solution A Proposal

Update Online Presence

Make the website easy to use, modern, visually appealing, and easy to navigate. Improve the layout so customers can quickly find products, prices, and contact details without confusion. Start using social media like Instagram to show their flowers and reach more people. This will help match what customers want. it makes ordering easy online so people don't go to other shops. it helps them compete with big companies and brings in new customers without them needing to visit the store.

Solution B Proposal

Launch Regular Delivery Plans

Offer subscription-based delivery plans where customers can choose to receive fresh flowers weekly, fortnightly, or monthly. Provide different packages options at different price levels so customers can select what best suits their budget and needs. For example, smaller, lower-cost arrangements for regular home use and larger premium options for special occasions. This will help to give the shop steady amount of money every month. It stops them from relying only on people walking in. Additionally, the service could appeal to businesses, offices, or events that need regular flower arrangements. It keeps customers happy and loyal and solves the problem of falling sales. Overall, it helps increase long-term sales, improves customer satisfaction, and creates a more stable and reliable source of revenue.

Task 3b) Evaluation Results and Justifications

Solution A improves the business's website and overall online presence. I chose Solution A because it directly addresses the main problem, which is that customer find the current website difficult to use. Customers want to buy online, but the current website is hard to use. By making it modern and easy, the shop can compete with big companies and get new customers without them needing to visit the store. I looked at how well it solves the problem, what customers want, and costs. I gave most importance to Effectiveness because the shop needs to stop losing money fast. Solution A is the best choice because it builds a strong base. it helps them survive now and allows them to add other services later.

Task 4b) Risk Analysis Results and Justifications

The main risks are the costs to build the website and the time it takes to learn how to use social media well. There is also a risk that customers might not find the new site straight away. I looked at **likelihood** (how likely it is to happen) and **impact** (how bad it would be). I gave more importance to **impact** because if the website fails, it hurts the business a lot. Yes, it is reliable. Even though there are costs, the benefits of getting more customers and sales are much bigger. These risks can be managed by planning carefully, so the solutions is safe to use.

Task 5b) Justifications for the Implementation Plan

I arranged the tasks in order. First, plan and design the website, then build it, and finally launch it and start marketing. This order makes sense because you can not launch a site before it is built. I gave enough time for each step so the work is done well and not rushed. Liam and Priya should decide what they want but hire an expert to build the website. They can manage social media themselves later. The plan is logical and realistic. Doing things step-by-step stops mistakes and ensures the new system works properly from day one

Task 6b) Justifications for the KPI and SMART Objectives

I chose **“increase in online sales”** as the main measure. This is the best way to check if the solution is working because the main goal is to get more customers buying online instead of just coming to the shop. The objective is specific, measurable, achievable,

relevant, and time bound. For example, “increase website orders by 20% in 6 months”. This is good because it is clear, has a number to aim for, and a deadline. It matches the business needs and makes it easy to see if they are successful.

Task 7) Key Findings

- Main Problems: The shop is losing money because fewer people visit the store and costs are going up
- Reasons: Customers now prefer to buy online, but the Green Haven’s website is old and hard to use
- Best solution: Updating the website and using social media is the best way to fix the business.
- Risks: It costs money and takes time, but the benefits are much bigger than the risks.
- Goal: The main aim is to increase online sales so the shop can make money again and grow.

Reference List

Brassington, F. and Pettitt, S. (2019) *Principles of Marketing*. 8th edn. Oxford: Oxford University Press.

Appendix 1 – Task 3a

PMI Analysis Table

<u>Solution A</u>		
Plus	Minus	Interesting
More online customers	Costs money to set up	Could reach customers outside Norwich
Easier ordering	Needs time to manage	Could improve the shops image
Can increase sales	Needs regular updates	Could help the business grow
Competes with online retailers	May take time to work	Could lead to future subscriptions
TOTAL: 4	TOTAL: 4	TOTAL: 0

Therefore: Overall Total for Solution A = 0

<u>Solution B</u>		
Plus	Minus	Interesting
Creates regular income	Needs extra planning	Could attract repeat customers
Builds customers loyalty	Delivery system must work well	Could help the shop stand out
Gives customers convenience	May cost more to organise	Could work with local businesses
TOTAL: 3	TOTAL: 3	TOTAL: 0

Therefore: Overall Total for Solution B = 0

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	Cost of building the website	3	5	15	Get quotes from different companies to find a good price	Pay in stages instead of all at once
2	Website doesn't work properly	2	5	10	Hire an experienced professional to build it.	Have a contact number for customers to order by phone while fixing it.
3	Not enough people visit the new site	4	4	16	Use social media and ads to tell people about it	Offer a special discount for first-time online buyers

A risk analysis is a process used to identify potential problems that could affect a project and to assess how likely they are to happen and how serious their impact could be. In this case, risks such as high website costs, technical issues, and low customer traffic have been identified and evaluated using a likelihood and impact scale. By calculating a risk factor, it becomes easier to prioritise which risks need the most attention. Strategies like comparing quotes, hiring experienced professionals, and using marketing can reduce risk. additional, contingency plans, such as offering discounts or alternative ordering methods, help minimise the impact if problems occur.

Appendix 3 – Task 5a

Implementation Plan

Name the problem you are solving: Green Haven is losing money and customers. Sales have dropped by 30% because people prefer to buy online, but the current website is old, hard to use, and not attracting business.

Name the solution you are implementing redesign the website to make the modern and easy to use, and start using social media and online marketing to reach more customers.

	Task	WHAT	WHEN	WHO	Done
1	Plan and Design	Decide what features are needed, look at the competitor website, and choose a professional designer to create the new look	Weeks 1-2	Liam and Priya	Yes No Not yet
	Build website	Create the new site, upload photos of flowers, set up the payment system, and make sure it works on phone	Weeks 3-6	Hired Expert	Yes No Not yet
3	Test and Review	Check that all buttons and links work properly. Ask friends or family to	Week 7	Liam and Priya	Yes

		try ordering to make sure it is easy			No Not yet
4	Launch and Promote	Go live with the new website. Start posting on Instagram and Facebook to tell customers about it and offer special deals.	Week 8	Liam and Priya	Yes No Not yet

Appendix 4 – Task 6a

The Key Performance Indicator is:

Specific	Measurable	Attainable	Relevant	Time-Bound
Increase orders placed through the website.	Aim for a 20% rise in sales.	Yes, easier ordering and ads will bring more customers	Directly fixes falling sales and helps profit	Achieve this within 6 months

This KPI is perfect because it clearly measures if the new website is working. The objective is SMART because it is clear, has a number, is realistic, matches the business needs, and has a deadline. (Brassington and Pettitt,2019)