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CertHE in Business Skills

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Course Name: Problem Solving and Decision Making LCLM4004

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Revitalising Green Haven Florists

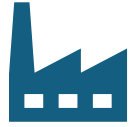
- Small independent florist in Norwich, founded 2016, eco-friendly, bespoke arrangements.
- Customers: walk-ins, corporate, weddings.
- Challenges: declining revenue, rising costs, online competition.

Identifying the Problem – 5W2H

- What: 30% decline in in-store sales, rising costs, outdated website
- Why: shift to online shopping, competition, higher operational costs
- Where: High street location, online orders slightly increased
- When: Past 12 months
- Who: Owners, customers, competitors
- How: Traditional marketing insufficient
- How Much: Revenue decline, customer attrition, rising costs



External Factors – PESTEL



Political: Brexit impacts and import restrictions challenge supply chains.



Economic: Inflation and rising costs affect business profitability.



Social: Growing preference for online shopping changes customer behaviour.



Technological: Competitors leverage e-commerce and social media marketing.



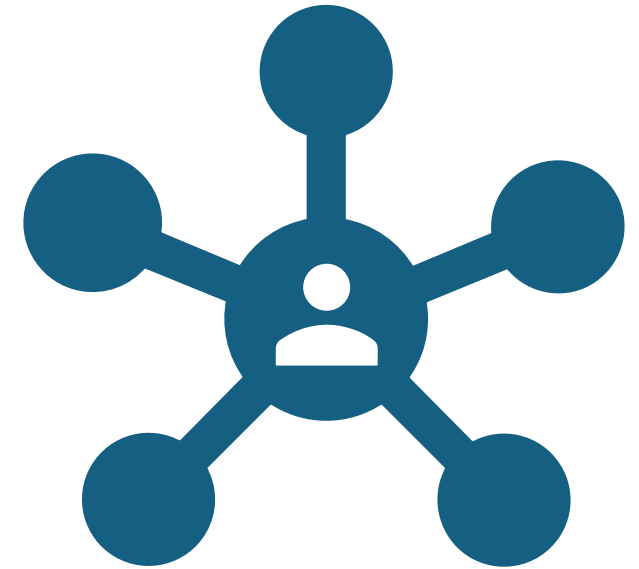
Environmental: Emphasis on sustainable and eco-friendly practices.



Legal: Compliance with health, safety, and e-commerce regulations.

Cause-and-Effect Analysis

Root causes: Customers (shift to online), Competitors (boutique & chain), Process (outdated website), Suppliers/Costs (rising costs), Environment (less foot traffic)



Key Findings

- In-store sales down 30%, rising costs, strong competitors, need for digital transformation and flexible services

Recommendations



1. Website redesign
and online ordering



2.
Delivery/subscription
services



3. Social media
marketing



4. Cost management



5. Community
engagement

References

- Smith, J. (2023). UK Florist Market Trends London: Flower Press.
- DEFRA. (2023). Sustainability in UK Retail.
- Online industry reports, websites, and any competitor analysis

Q&A

Thank you for your attention. I'd be happy to
answer any questions