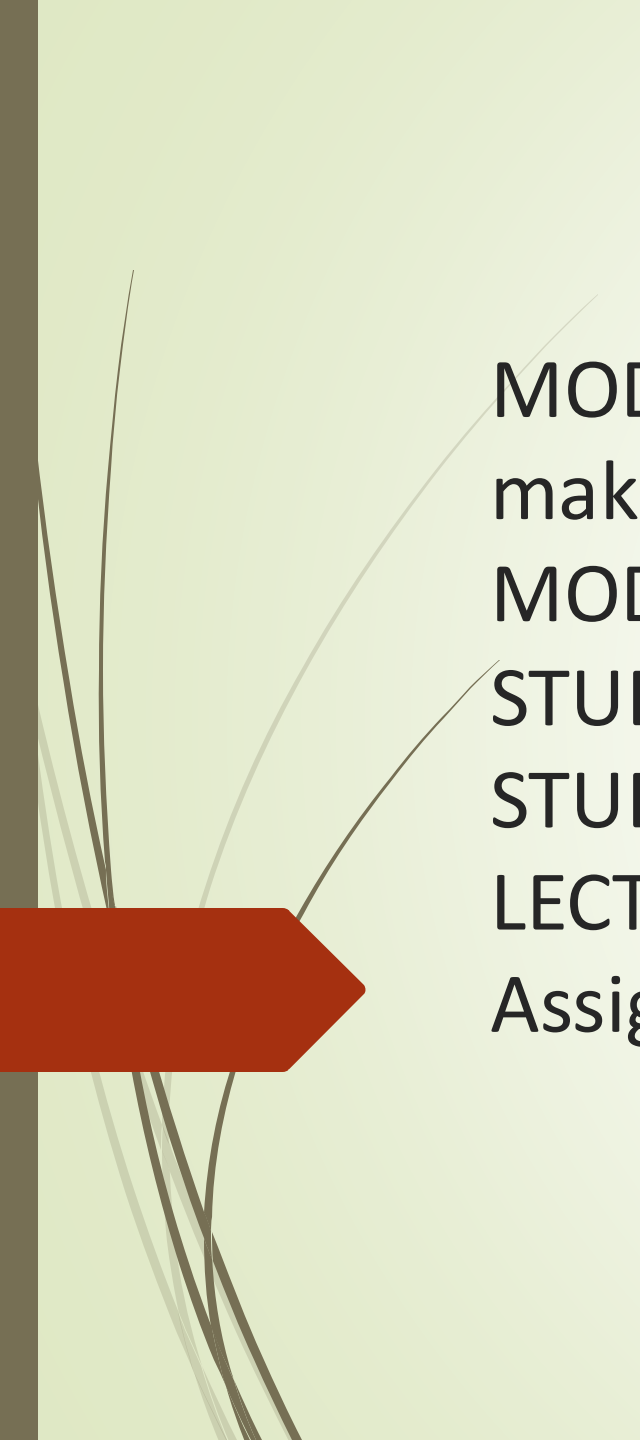




MODULE NAME: Problem solving and decision making

MODULE CODE: LCCL4004

STUDENT NAME: Yanis- Alexandru Balanoiu

STUDENT ID:2435232

LECTURER: Mahammad Rahman

Assignment 1: Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion

References

Introduction

DROP IN SALES- "decrease in the amount sold or revenue generated between two periods" (Calculator Ultra, 2025)

Some problems that Green Haven Florists is facing is that they have seen a 30% decline in in-store sales in the past 12 months.



Company background

Green Haven Florists

- Founded in 2016
- Owners: Liam and Priya Patel
- Sells floral arrangements/bouquets for corporate clients and weddings
- strong community ties
- Well known for floral arrangements and eco-friendly packages

Problem: nature and scope

Who: Green Haven Florist

What: Sales are going down by 30%

Where: Norwich, UK

When: The last 12 months.

Why: Businesses are moving towards online sales because people would rather shop online

How serious is it: This problem is very serious because there is less income for the store which inflicts problems with their day-to-day running of the business.

How big is the problem and what is the cause: Businesses are moving towards online sales and because of that they are closing their physical stores.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

Brexit is another political factor that has been affecting the green haven florist because it makes it more expensive to gather raw materials for the flowers.

ECONOMIC

- Materials such as biodegradable wrapping and locally sourced blooms have become more expensive to maintain.
- Inflation can be a huge problem because people would prioritise food over flowers or luxury also the prices needed to pay for the raw materials would rise higher and could cause Green haven florists to lose money and as a result go bankrupt

SOCIAL

-People are starting to purchase more stuff online then physical which affects the sales of green haven florist because t5hey are not very developed in online sales.

-Another problem is that businesses have shut down/moved online because more people are selling online and this made the street to be emptier and because of that sales went down for Green Haven Florist.

PESTLE ANALYSIS: Green Haven Florists

➤ TECHNOLOGICAL

Green Haven Florists didn't advance with the times and made them lose in sales however there are still a few sales. This made it difficult for Green Haven Florist to be

They have weak digital skills, and their website is outdated which affects their sales as a total.

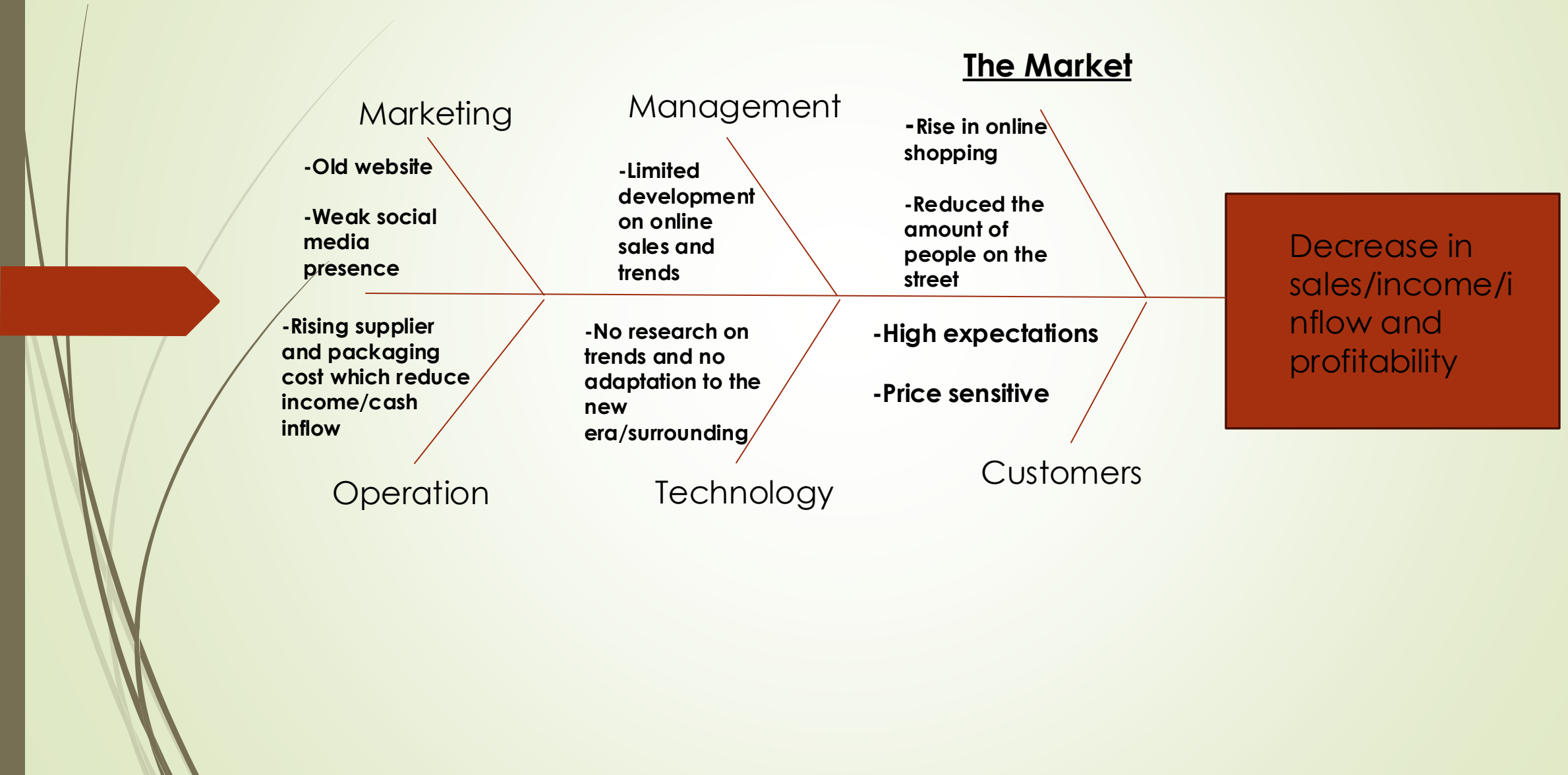
➤ LEGAL

Packaging waste and employment regulations increase in cost which can affect Green Haven Florists because they must ablage with the new regulations and be legal to continue functioning and maintain the business running.

➤ ENVIRONMENTAL

If the business produces too much pollution, it can cause the plants to dry out and this affects the environment and cause global warming as a result. This will not affect Green Haven Florists a lot because they are a flower shop however they have to be careful on how much plastic they are using because they can be fined because they are not being responsible with their sold products and is misleading the buyer.

Cause and effect analysis: Fishbone diagram



Conclusion



In conclusion Green Haven Florist should focus on online sales and increasing the awareness on social media to increase in revenue and gain brand recognition. Another conclusion I came up to is that they rely too much on physical visits and shop sales instead on expanding their income in e-commers/online sales which is a very crucial problem for them because customers want to stay in their houses and shop online. Another conclusion that I produced is that if they want to continue physical sales, they need to relocate their shop in a more crowded place such as Central London or Colindale where there is a lot of potential customers.

References

[Drop in Sales Calculator & Formula Online Calculator Ultra](#)

<https://hbr.org/2012/09/are-you-solving-the-right-problem>

<https://www.gov.uk/guidance/business-regulation-guidance-and-tools>

<https://www.vanderlaw.com/not-following-business-regulations/>

<https://bgmcgroup.com/exploring-the-fishbone-diagram-types-advantages-drawbacks-and-revealing-the-six-ms-of-change/>



Questions