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Certificate of Higher Education in Business Skill for the workplace
Module: Problem Solving and Decision Making
Module Leader : Mohammad Rahman

Assignment Title: Green Haven Florist

CONTEXT

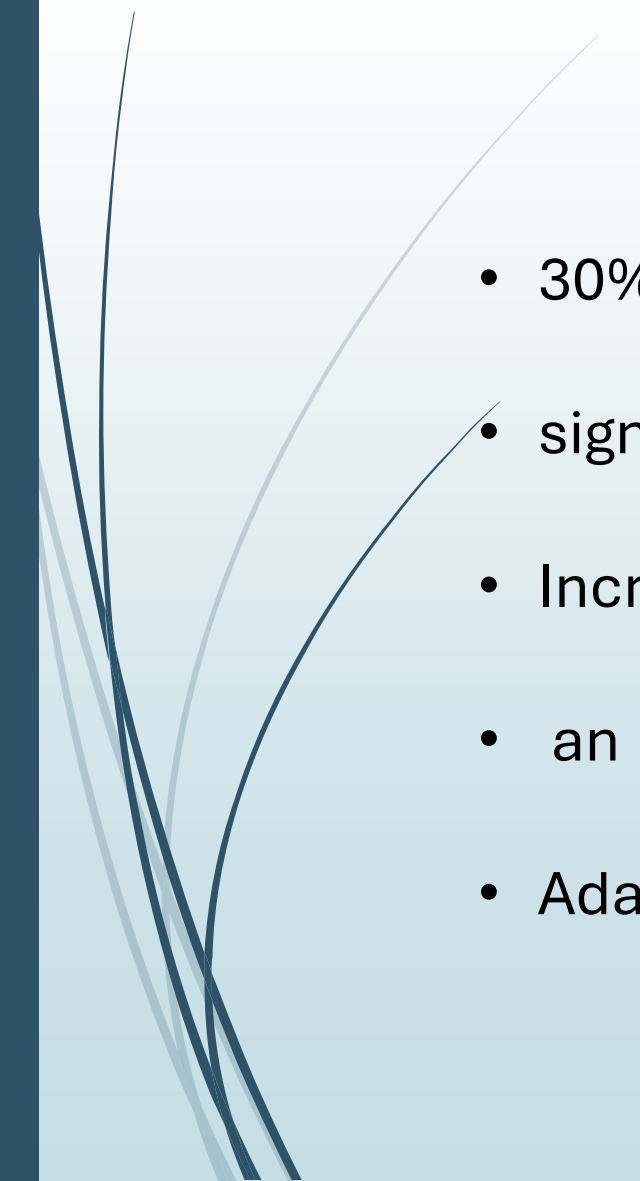


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- Green Haven Florist Found in 2016
- Small shop situated in Norwich UK
- Founded by Liam and Priya Patel
- Know for bespoke floral arrangements and eco-friendly packaging
- The store has recently seen a drop in sales performance
- Purpose : analyse the main issue and adapt their business model to keep going.

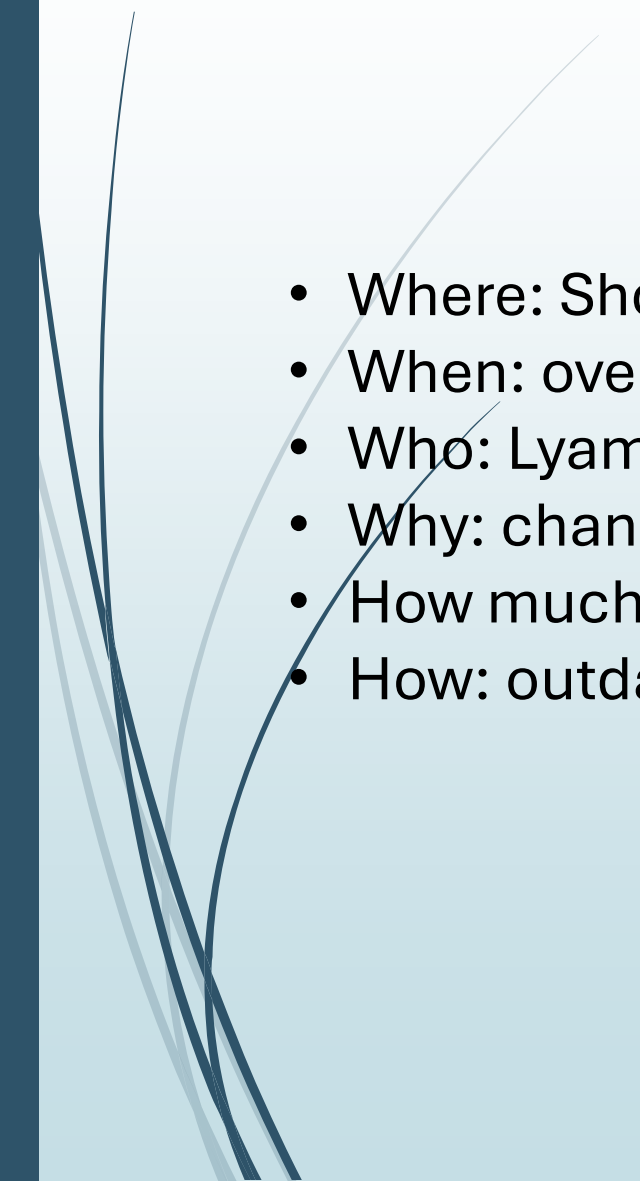


Nature and scope the problem

- 
- 30% decline in in store sales
 - significant downturn in revenue
 - Increase cost and low profitability
 - an strong online competition
 - Adapting a new model to improve business to survive



5W2H Analysis

- 
- Where: Shop allocate in Norwich Hight Street UK
 - When: over the past year
 - Who: Lyam and Priya Patel Co-owers
 - Why: changing customer preference (online) increase flowers price.
 - How much: drop 30% in sales
 - How: outdated website

P

- Impact of Covid-19 and Brexit (British Florist Association, 2026)
- Government cut fund and prioritize agriculture sector

E

- Currency devaluation GBP Pettinger (2024)
- Increase import cost consumables
- Strong competition Dutch market

S

- Changes in trends

T

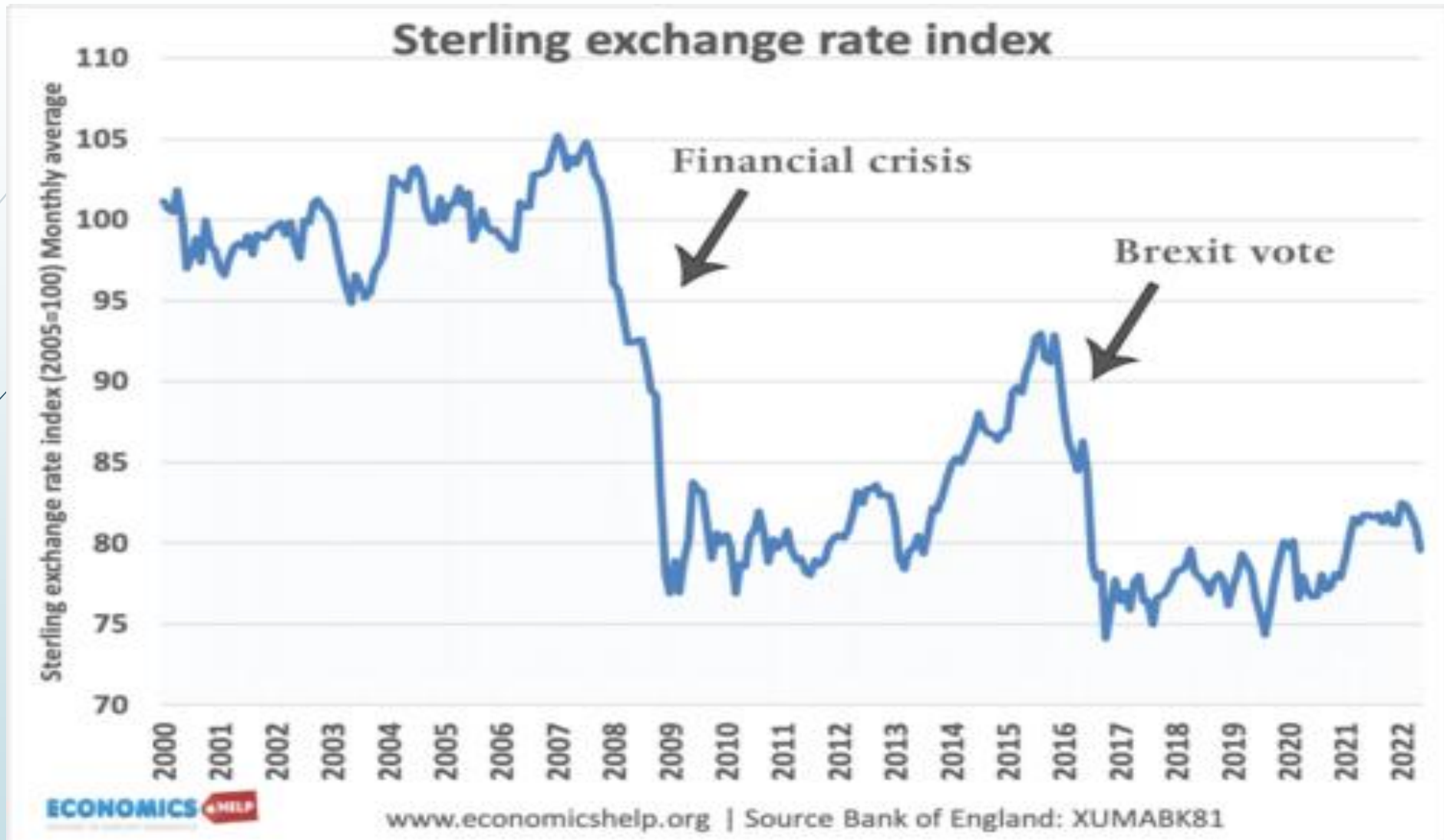
- Supply chain innovation
- E-commerce growth and supply

E

- Consumer demand eco – friendly ,artificial flower (2024)

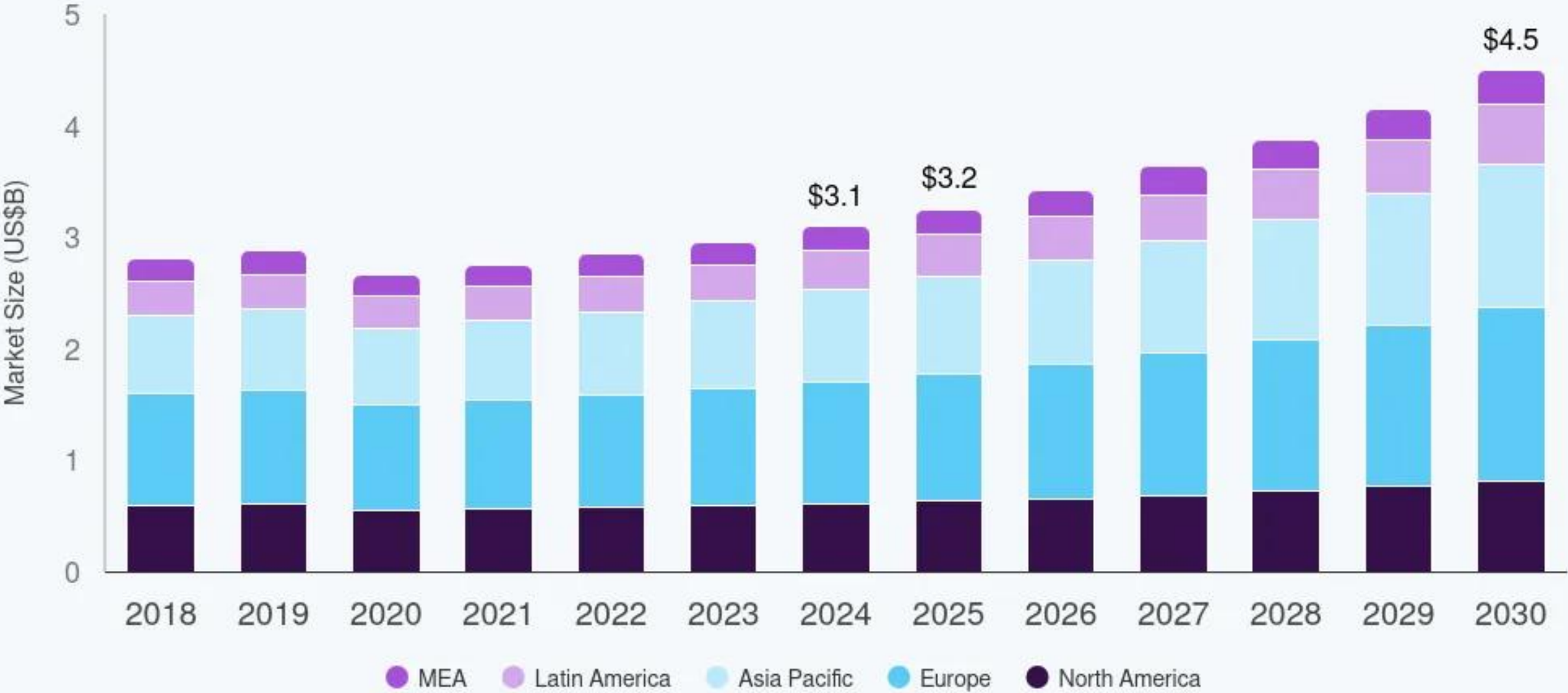
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- Regulation law allow to imported

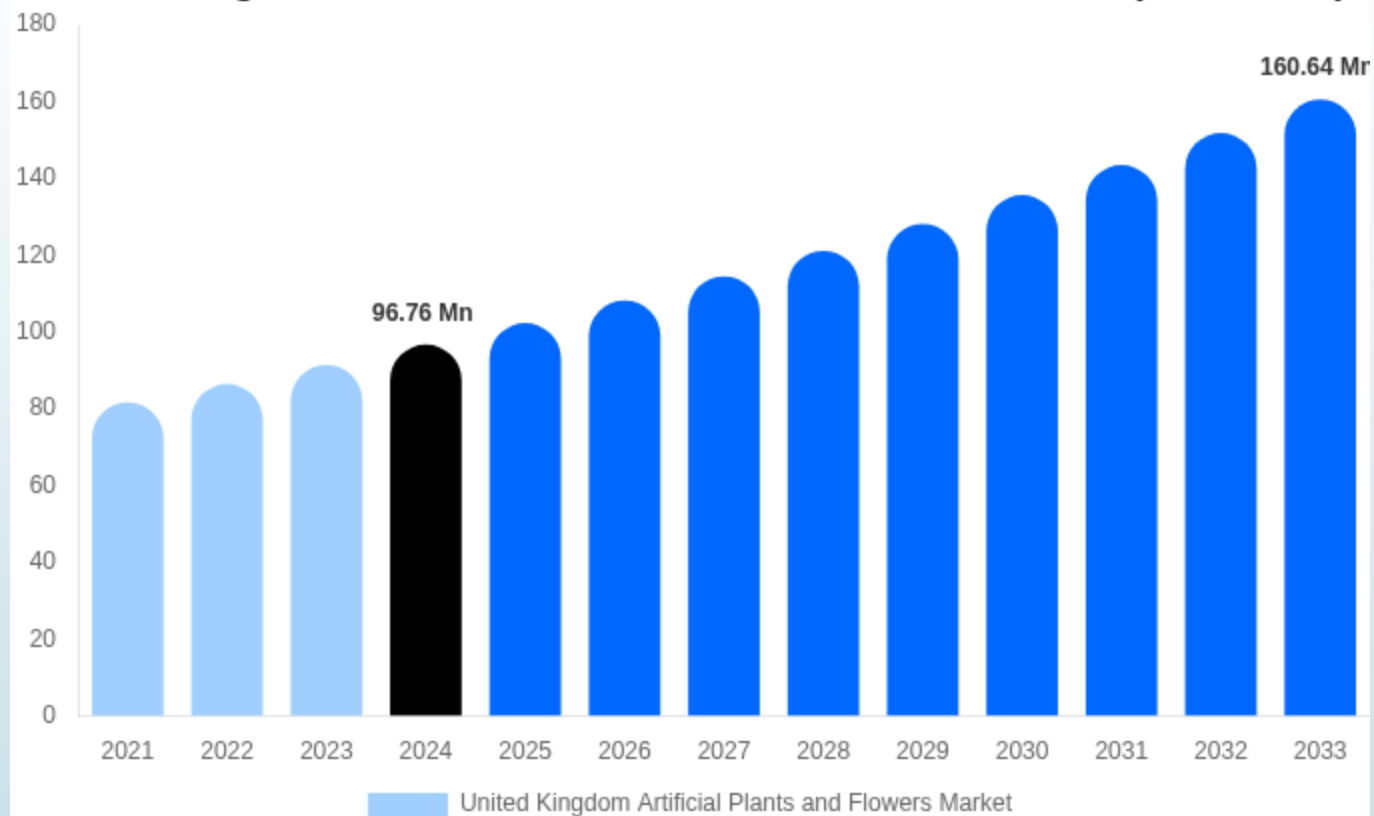


Artificial Flowers Market

Size, by Region, 2018 - 2030



United Kingdom Artificial Plants and Flowers Market Size (2021-2033)



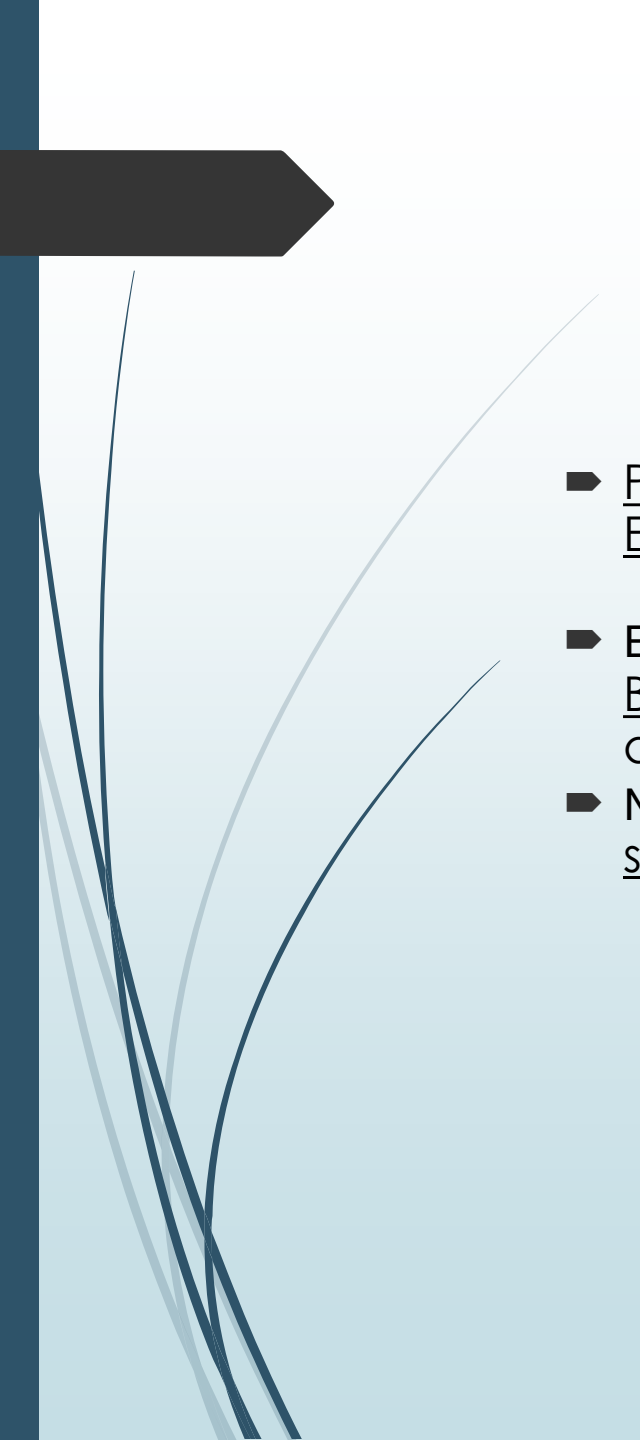
Fishbone Diagram



Conclusion

This company need to implement external support with a specialist, who can guide and explain the importance of technology.

Additionally, with the business, it should introduce new local products, including artificial flowers, and carry out extensive promotion to reach a broader, more audience.



REFERENCE

- Pettinger (2024) Advantages and disadvantages of devaluation - Economics Help accessed: 13 March 2026
- Euronews(2024) Post-Brexit trade laws will drive imported flowers prices up%Post-Brexit trade laws will drive imported flower prices up 5%, sellers warn accessed: 12 March 2026
- Morgan (2024) Post-Brexit trade laws will drive imported flower prices up 5%, sellers warn Accessed :13 March 2026

Thank You!

