MODULE NAME: Problem Solving and Decision Making

MODULE CODE: LCLM4004

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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

Customer feedback is the information, opinions, and experiences that customers share about a product, service, or brand. It helps organizations understand customer needs, measure satisfaction, and identify areas for improvement (Kotler & Keller, 2016).

- Green Haven Florists
- - Organizational background
- - The principal problem to be addressed
- - Elaboration of the nature and scope of the problem
- - PESTLE analysis of the factors
- - Cause and effect analysis with the help of a fishbone diagram
- - Key conclusions



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COMPANY BACKGROUND

- Green Haven Florists
- •Founded in 2016 in Norwich Uk
- •Owners : Liam and Priya Patel
- •Sells :Fresh flowers
- •strong community ties :developed a strong local reputation based on personalised service
- •Provides services for walk-in customers corporate clients and wedding
- •Offers personalised service
- •Offers local delivery

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PROBLEM: NATURE AND SCOPE

5W2H

- Who: Liam and Priya Patel
- What:30% decline in in-store sales
- Where: Norwich Uk
- Why: inflation and supply chain distruptions increasing flower cost
- When: in the last 12 months
- How much: 30%
- How: reduced revenue and profitability

PESTLE ANALYSIS: GREEN HAVEN FLORISTS

POLITICAL

- The government's trade policies influence the importation of fresh flowers since florists rely on external sources for flower supplies(Hill & Hult,2019)
- Tariffs and customs regulations may affect the cost of flowers and lead to delays in delivery (Hill & Hult, 2019)

ECONOMIC

- The economic crisis reduces consumer spending on flowers (Worthington & Britton, 2021).
- Inflation increases costs related to the supply of flowers (Hill & Hult, 2019).

SOCIAL

- The seasonality of events increases demand (Solomon, 2018).
- Customers are drawn to companies that practice sustainability (Kotler, Kartajaya & Setiawan, 2021).

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PESTLE ANALYSIS: GREEN HAVEN FLORISTS

TECHNOLOGICAL

- Technological developments, such as the use of e-commerce platforms by customers to purchase flowers online, improve customer convenience and market reach (Chaffey & Ellis-Chadwick, 2019).

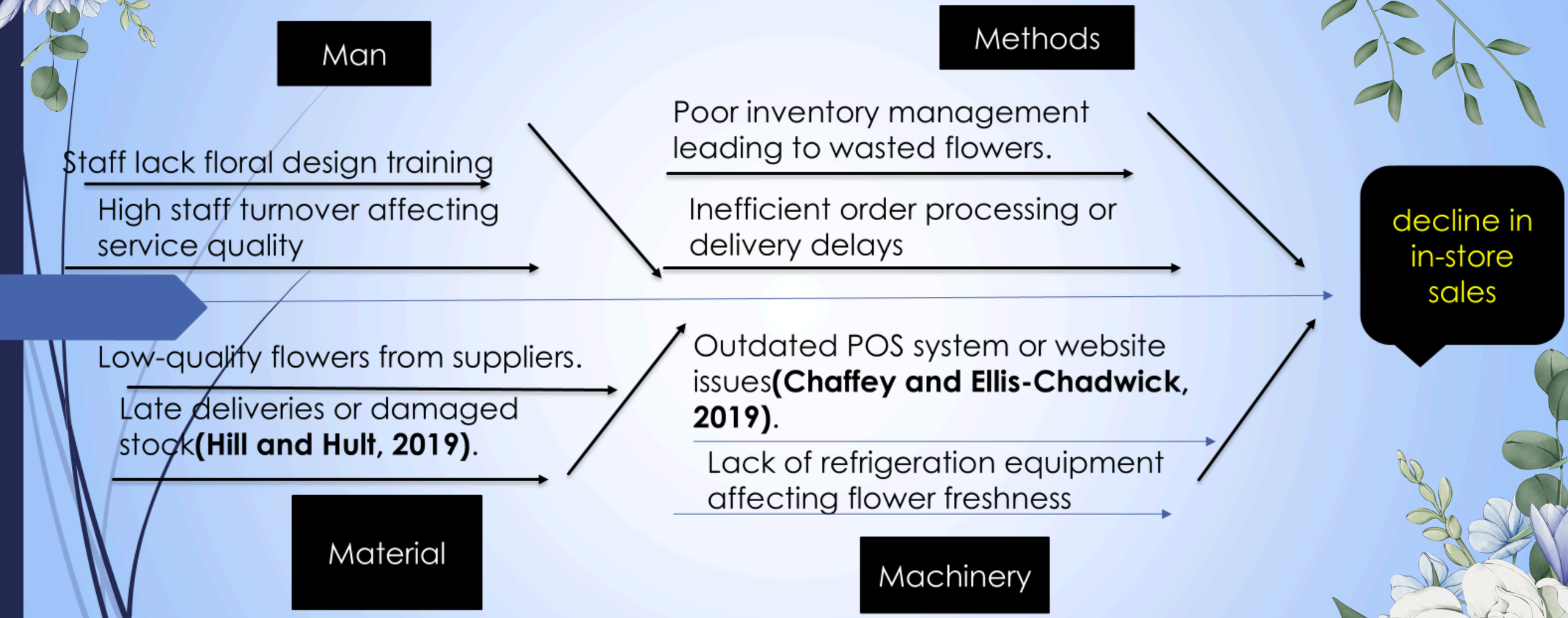
LEGAL

- Health and safety laws protect employees (Worthington & Britton, 2021).
- Consumer protection laws promote quality (Hill & Hult, 2019).

ENVIRONMENTAL

- Sustainable packaging reduces environmental impact (Kotler, Kartajaya and Setiawan, 2021).
- Climate change affects the flower industry (Hill & Hult, 2019).

Cause and effect analysis: Fishbone diagram



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CONCLUSION

- Green Haven Florists is influenced by both external and internal factors.
- The PESTLE analysis shows how political, economic, social, technological, legal and environmental factors affect business performance.
- The 4M model identifies internal operational issues related to Man, Methods, Materials and Machinery.

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THANK YOU

QUESTIONS