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Module: LCLM4004 –

Problem Solving and

Decision Making

Business Case: *Green*

Haven Florists (Norwich,

UK)

Component 2

Basic Risk analysis

Risk	Impact	Likelihood	Mitigation
Website development costs	Low cash flow	Medium	Prioritise essential features only
Staff lack of digital skills	Order Error	high	Training and support
Technical problems	Sales lost	medium	regular backups, reliable developers
New website, lack of new customers	Limited sale impact	Low-medium	Promote website on social media and in-store

Analysis of the business problem

- **A 30% Decrease in sales**

Over the past year Green Haven Florists has experienced a 30% decline in overall sales, affecting online and in-store revenue. The drop is most likely linked to several factors contributory:

- 1) Reduced in-store sales, people most likely prefer to order online.
- 2) An outdated website which offers limited digital functionality and fails the modern expectations and needs.

- **Rising operational costs**

In the same time Green haven Florists have been facing operational costs as well such as:

- 1) Energy costs
- 2) Flower import (Brexit regulations)

Justification for the solution choosed

- Afer evaluating both alternatives, Solution 1 which includes the Digital Tranformation and Website modernisation is identified as the most appropriate strategy for Graven Haven Florists.
- Here are some keys factors to justify my choice;
- **Direct response to the 30% decrease in sale**

This solution solves the most urgent problem by increasing online visibility, attracting customers beyond the local high street and offers convinient ordering process.

•Long-term Opportunities of growth

Solution 1 enables growth through options such as subscription services, nationwide delivery and personalised recommandations

- **Improved Competitiveness Against Online Retailers**

- By modernising the online website, Green Haven Florists can easily match the service quality of larger competitors and offer a better and professional, convenient and trustworthy shopping experience.
- **Alignment with modern consumer behaviour**
- Customers prefer online shopping and expect features such as real-time tracking and updated mobile optimisation.

Alternative solutions and evaluation

- Digital transformation and website modernisation

PMI Category:	Plus	Minus	Interesting
Evaluation:	Likely to increase sales and reduce the 30% decline.	Requires initial financial investments for the website marketing and design.	Creates long-term potential for national-level sales.

- Local sourcing and Community engagement

PMI Category:	Plus	Minus	Interesting
Evaluation:	Reduces operational costs by cutting import expenses	Limited flower variety due to season availability	Potential of partnerships with local businesses such as cafes or venues.

Measuring effectiveness

- Using:
- Sales data: Aim for 20%-30% increase in online sales within six months.
- Website analytics: Higher traffic, reduced bounce rate.
- Customer feedback: More positive reviews and not so many complaints
- Social media: growth of followers and interactions.

• Conclusion

- Green Haven Florists is facing a 30% drop in sales and costs rising, after evaluating the alternatives, digital transformation is the most effective solution because it is directly improving competitiveness and increasing sales. This strategy gives the business the chance to recover and grow.