

Green Haven Florists – Business Improvement Report. Marcus

Audain ID 2427086

Introduction

Green Haven Florists is a small independent florist that operates in a competitive market. Customer expectations have changed in recent years, with many people now expecting online ordering, fast delivery, and personalised service. At the same time, florists face increasing costs, competition from supermarkets, and seasonal fluctuations in demand. This report explains how Green Haven Florists can improve performance and remain competitive.

Current Position

The business already has several strengths, including quality flowers, skilled staff, and a positive local reputation. However, there are also weaknesses such as limited online presence, manual stock control, and overreliance on busy seasonal periods like Valentine's Day and Mother's Day.

Recommendations

Firstly, the business should launch a professional website with online ordering. This would allow customers to place orders at any time and could increase convenience and sales.

Secondly, Green Haven Florists should improve social media marketing by posting regularly on Instagram and Facebook. Photos of bouquets, promotions, and customer reviews could attract new customers.

Thirdly, subscription packages for homes and offices should be introduced. This would create repeat income each month.

Finally, stock management software should be used to reduce waste and improve ordering decisions.

Evaluation

The online ordering system is likely to have the biggest positive impact because many customers prefer convenience. Social media is low cost and effective for visual products such as flowers. Subscription services can improve cash flow, while stock software can reduce unnecessary losses from unsold flowers.

Risks

Possible risks include website delays, low online sales at the start, staff resistance to change, and cash flow pressure. These risks can be reduced through staff training, phased implementation, and careful budgeting.

Implementation Plan

Month 1: Research competitors and customer needs.

Months 2–3: Build website and test online ordering.

Month 3: Begin social media campaign.

Month 4: Install stock control system.

Month 5: Deliver staff training.

Month 6: Launch subscription packages.

Ongoing: Review results monthly.

KPIs and SMART Objectives

Key performance indicators should include monthly sales, repeat customers, online orders, wastage levels, and customer satisfaction.

SMART objectives:

- Increase sales revenue by 20% within 12 months.
- Achieve 30% of orders online within 9 months.
- Reduce flower waste by 15% within 6 months.
- Gain 2,000 social media followers within 6 months.

Responsibilities

The owner should manage budgets and decision-making. Staff should maintain service quality and support new systems. A marketing coordinator should manage promotions, while an IT provider maintains the website.

Conclusion

Overall, Green Haven Florists has good potential for growth. By combining its existing strengths with modern technology and better marketing, the business can increase revenue, improve efficiency, and build stronger customer loyalty. These changes should help the company remain successful in the long term.