



Module Name: Problem Solving and Decision Making

Module Code: LCLM4004

Student Name: MICHAEL OLATOMIWA SONOLA

Student ID: 2423602

Lecturer: Rita

Assignment Title: Individual Presentation: Green Haven Florists

Overview

Introduction

Background and Scope

PESTLE Analysis: Green Haven Florists

Cause and Effect Analysis: Fishbone Diagram

Conclusion

References

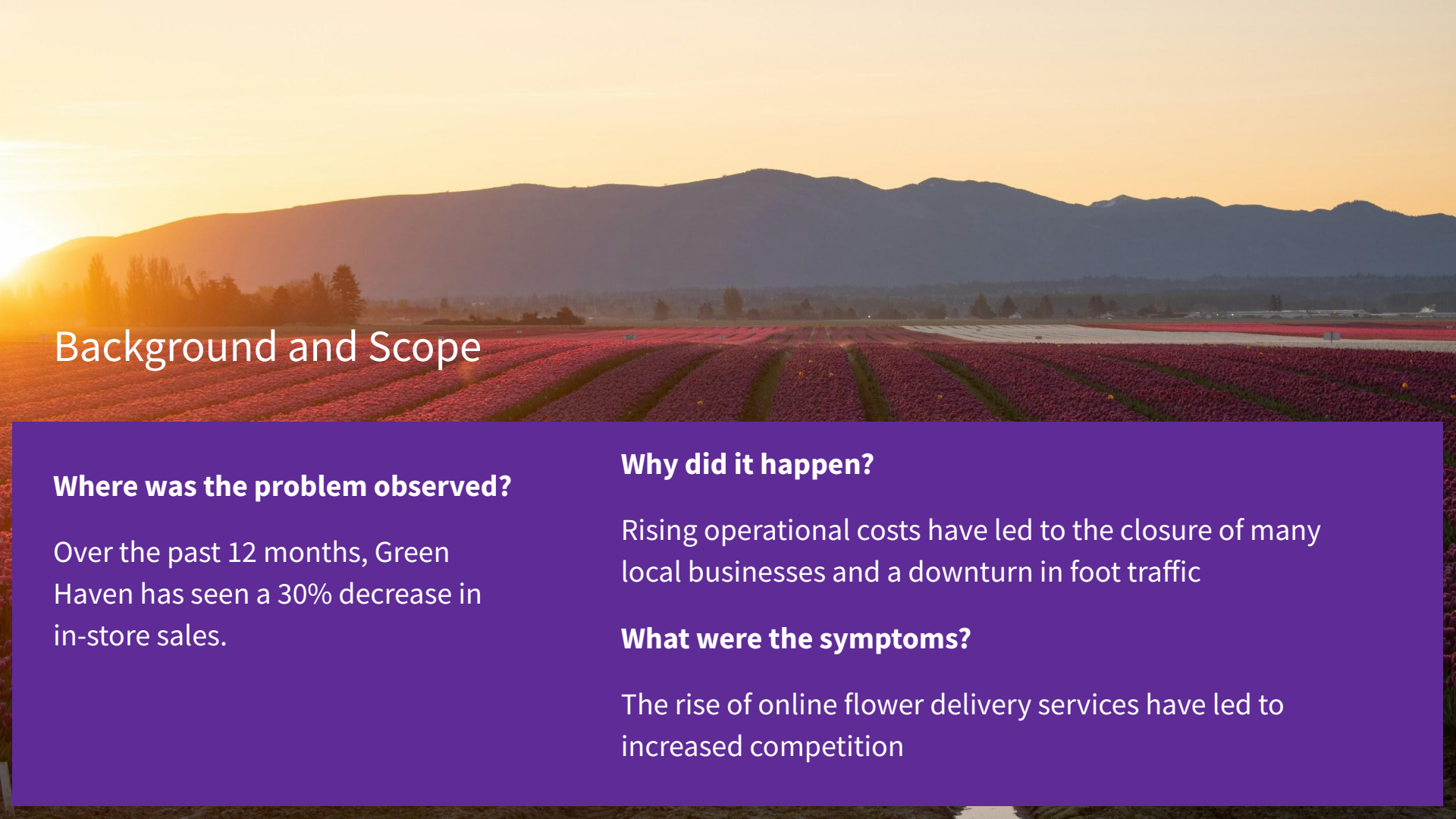
Introduction

Key Talking Points

- Supporting local communities
- Sustainability and creativity
- Internal and external challenges

About Green Haven Florists

1. A small independent flower shop founded in 2016 by partners Liam and Priya.
 2. Quickly gained a reputation for it's personal touch and sustainability ethos.
 3. Currently adapting their business model to the rapidly changing environment.
-



Background and Scope

Where was the problem observed?

Over the past 12 months, Green Haven has seen a 30% decrease in in-store sales.

Why did it happen?

Rising operational costs have led to the closure of many local businesses and a downturn in foot traffic

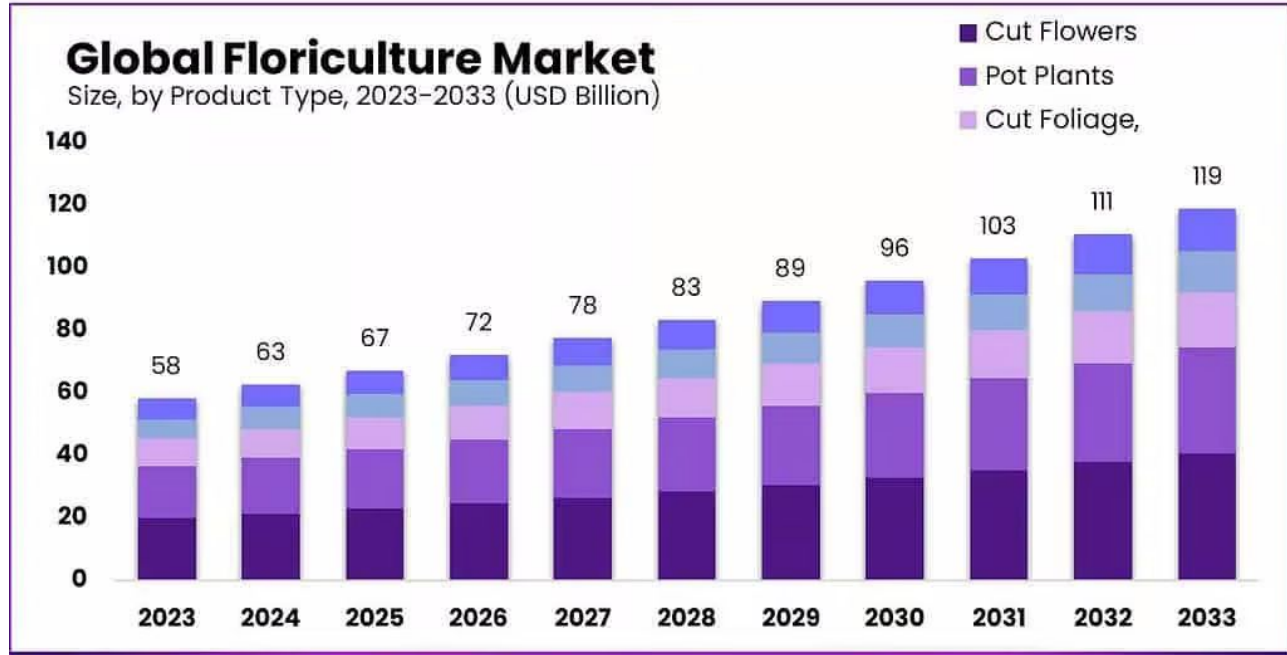
What were the symptoms?

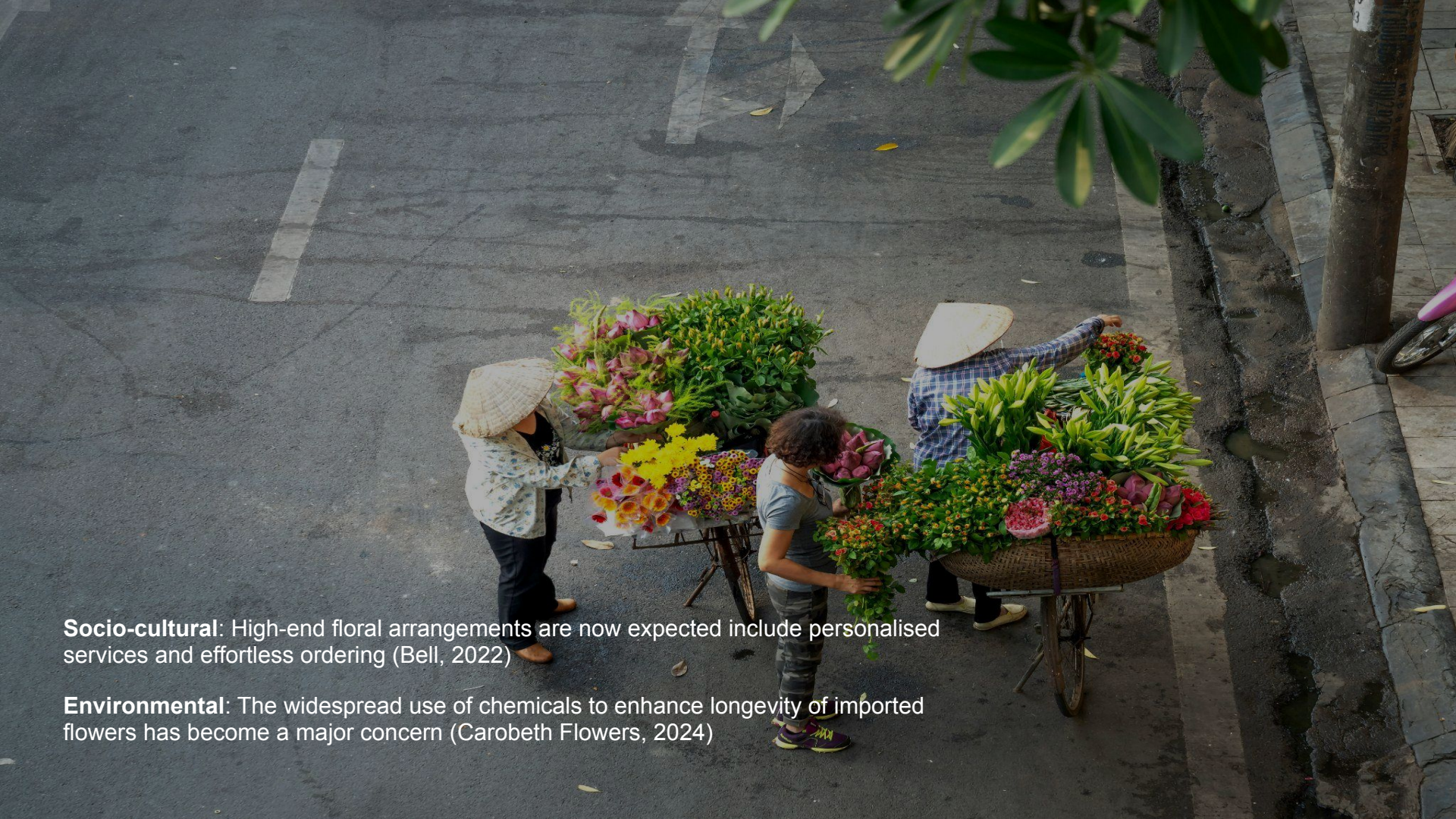
The rise of online flower delivery services have led to increased competition

PESTLE Analysis: Green Haven Florists

Political: 90% of flowers sold in the UK are imported from Holland, Ecuador, Kenya, Ethiopia, and Colombia (Laville, 2024)

Economical: UK flower production bloomed from £126m to £179m since 2019 (Laville, 2024)

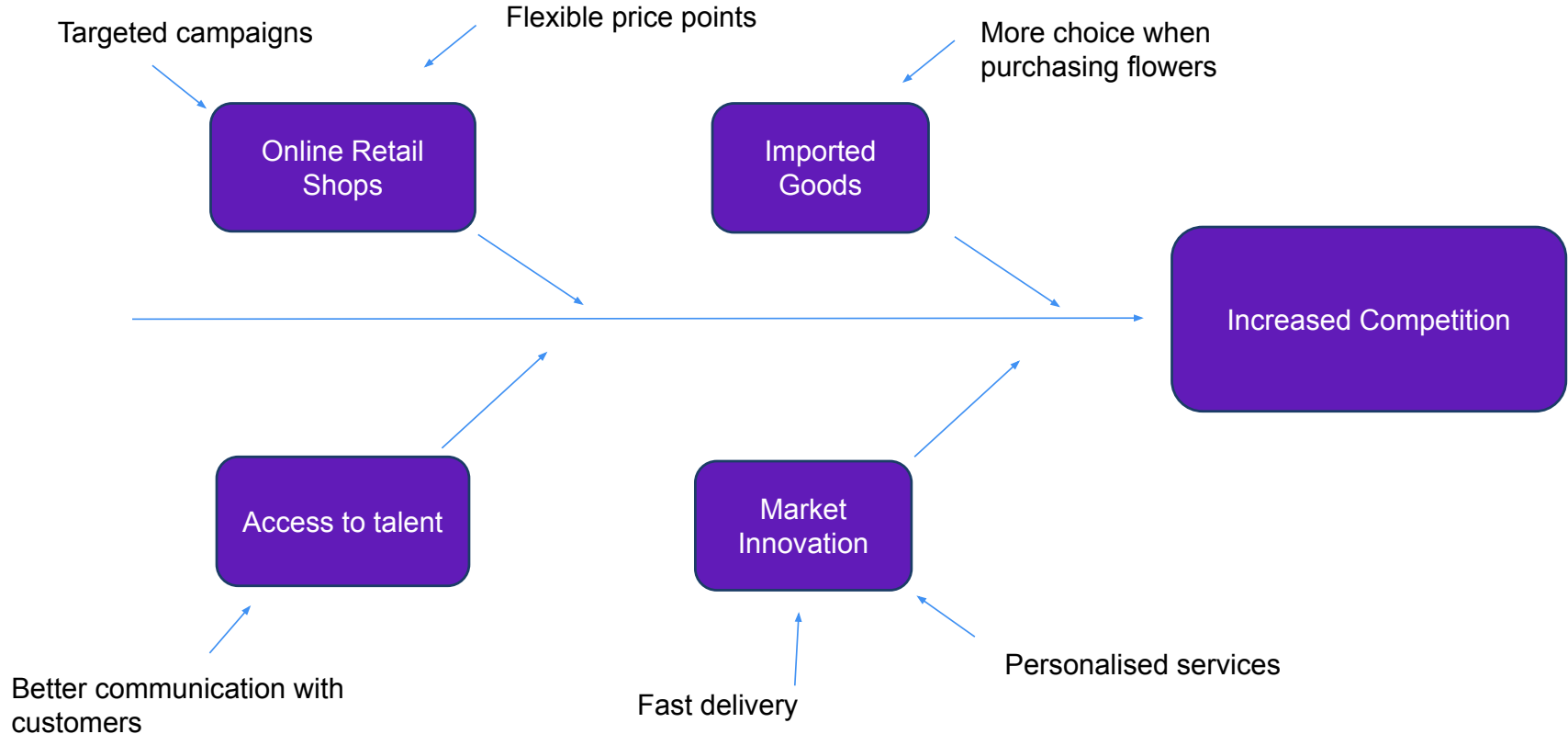




Socio-cultural: High-end floral arrangements are now expected include personalised services and effortless ordering (Bell, 2022)

Environmental: The widespread use of chemicals to enhance longevity of imported flowers has become a major concern (Carobeth Flowers, 2024)

Cause & Effect Analysis: Fishbone Diagram



References

Butler, S. (2024) 'Budding market: hopes of a revival in UK cut-flower production', *The Guardian*, 20 September. Available at: <https://www.theguardian.com/environment/2024/sep/20/budding-market-hopes-of-a-revival-in-uk-cut-flower-production> (Accessed: 20 November 2025).

Carobeth Flowers (2024) 'Blooms with a smaller footprint: the environmental impact of choosing local flowers', *Carobeth Flowers Blog*. Available at: <https://carobethflowers.co.uk/blogs/news/blooms-with-a-smaller-footprint-the-environmental-impact-of-choosing-local-flowers> (Accessed: 21 November 2025).

Webkandy (2022) 'Case study:Chic Flower Designs', *Webkandy*. Available at: <https://www.webkandy.co.uk/case-study-chic-flower-designs/> (Accessed: 21 November 2025).