

MODULE NAME: Problem Solving and
decision making

MODULE CODE: LCM4004

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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

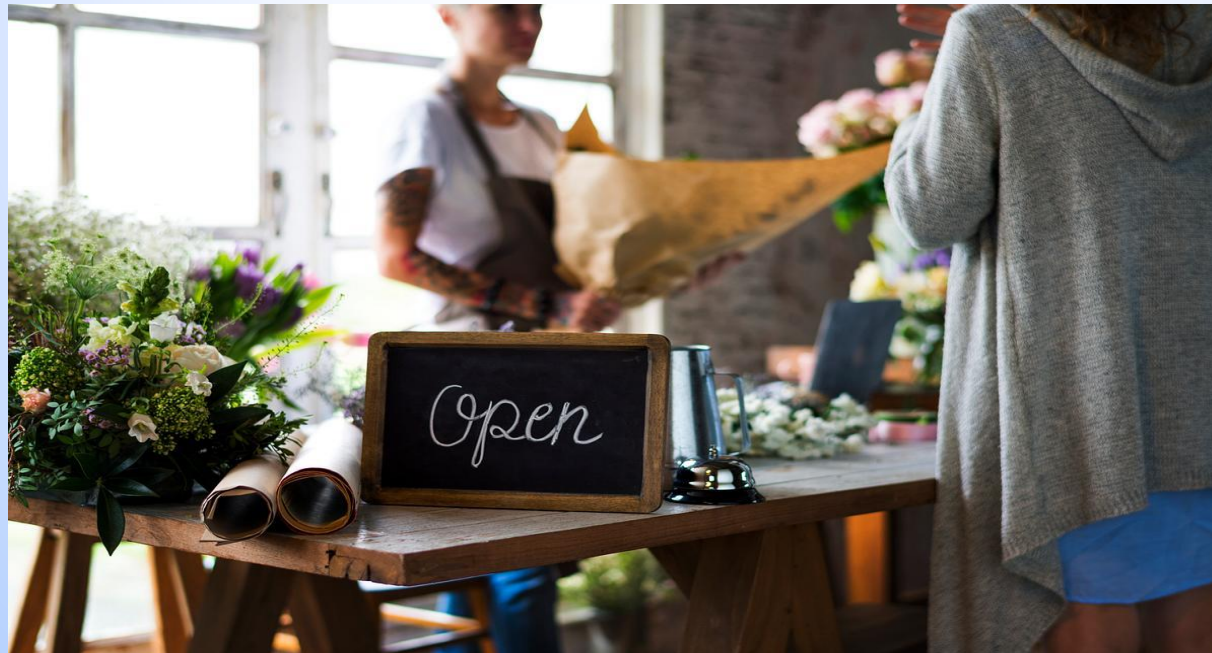
Conclusion

References

Introduction

This presentation examines the decrease in the amount sold (or revenue generated) between two specified periods. A decline in sales or revenue often reflects changes in market conditions, consumer behaviour, competition, pricing strategies, or internal business operations. By analysing the variation between these two periods, we can identify potential cause of the downturn, assess its financial impact, and develop strategies to improve performance in future periods.

PESTLE analysis will be the main tool used to provide a holistic analysis of the impact.



Company background

Green Haven Florists

Founded in 2016

Owners: Liam, Priya, and two competitors

Sells flowers

strong community ties Eco-friendly packaging, ability to adapt business model

Experience in the bespoke flower arrangement service

Add more information from the case study

Problem: nature and scope

⁵W2H

Who: .Liam and Priya Patel

What: .high cost
.Financial losses
.Increased competition
.Outdated Business Model

Where: .Primarily at Green's physical store due to reduced
.Online shop
.In the local market
.Market store, reputation



Nagyova et la., 2015

Problem: nature and scope

5W2H

- Why:
- .Poor management
 - .Lack of demand due to online outdated
 - .Location decline, digital gap
 - .Competition
- When:
- .Over the past 12 month
- How:
- .Sales impact
 - .Profitability
 - .Market store, reputation
- How much: .30%
- .Rising operational and products cost
 - .Increasing competitive pressure
 - .Potential long terms risks business



Nagyova et la., 2015

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

Liam and Priya are now faced with the challenge of adapting their business model to survive in a rapidly changing retail environment.

One can say that there is relaxed barriers to entry into the flower industry. Government may have relaxed competition laws thereby an increase in competition leading to aggressive pricing.

Rising operational costs may be attributed to political or governmental control for economic factors like inflation and government spending (taxes).

ECONOMIC: .The business thrived on its personal touch and sustainable ethos, which resonated environmentally conscious consumers.

.Rising cost have further strained the business. The price of fresh flowers, particularly imported varieties like orchids and tulips, has surged due to supply chain disruptions and inflation.

SOCIAL: .Many long-time customers now prefer the convenience and lower prices of large online flower retailers, which offer same day delivery and frequents discounts.

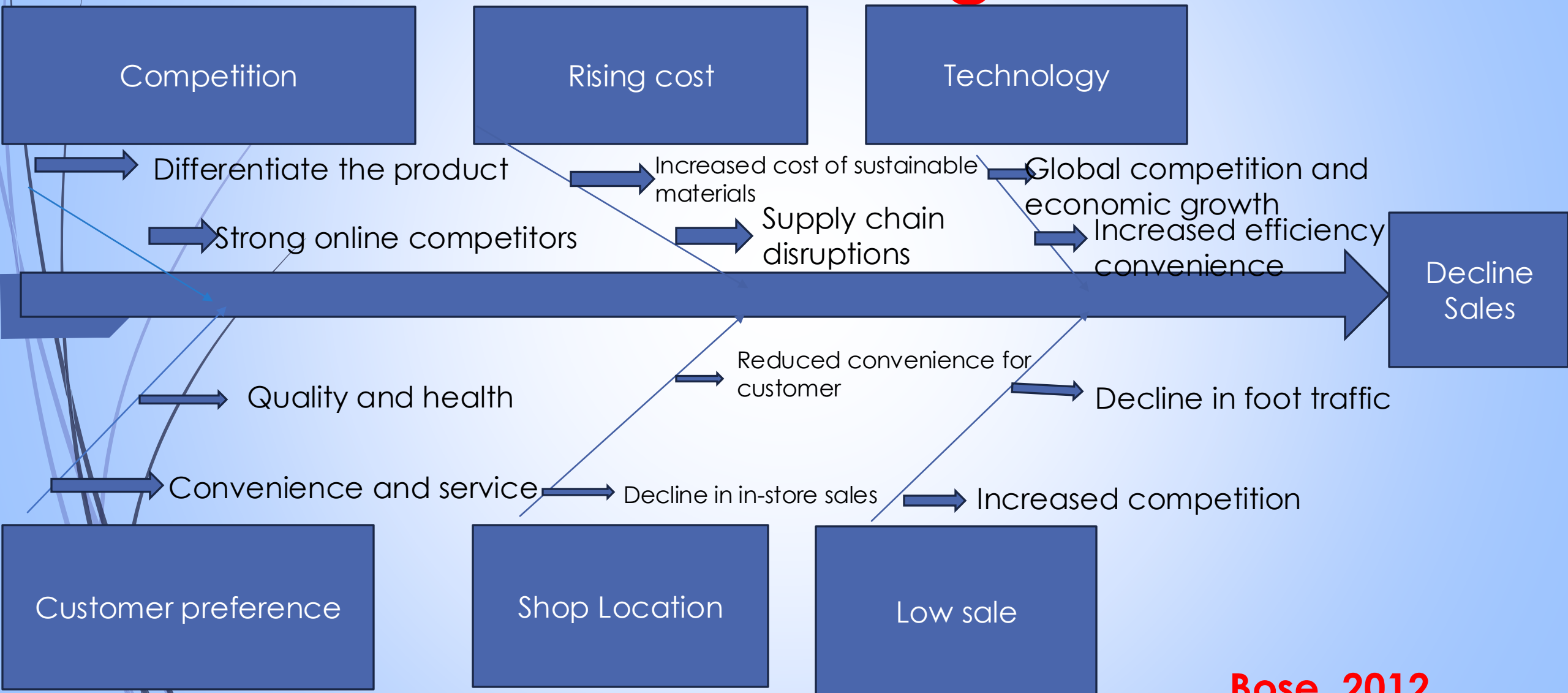
PESTLE ANALYSIS: Green Haven Florists

- **TECHNOLOGICAL:** .While many still praise the quality and creativity of the arrangements, some have noted that the shop's website is outdated and difficult to navigate.
- **LEGAL:** The price of fresh flowers, particularly imported varieties like orchids and tulips, has surged due to supply chain disruptions and inflation.
- **ENVIRONMENTAL :** .The business thrived on its personal touch and sustainable ethos, which resonated with environmentally conscious consumers.

Issa et al.2010



Cause and effect analysis: Fishbone diagram



Conclusion

Green Haven Florists is facing a critical turning point in its business journey. Once a thriving local florist known for its creativity, quality, and eco-friendly values, the company is now struggling with declining in-store sales, rising operational costs, and intensifying competition from online and chain-based flower retailers. The shift in consumer behavior toward online shopping, coupled with supply chain disruptions and inflation-driven price increases, has further strained profitability.

References

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Thank You



Questions