

Report on Green Haven Florists

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1. Introduction

The Green Haven Florists is a small flower business that operates in Norwich. Recently, this organization has been experiencing difficulties, such as declining sales and number of visitors. In the last year, in-store sales were decreased by 30%, and sales made online have not grown enough to offset losses. This report will identify the main issue that the business faces, present two potential solutions, examine both alternatives in detail, and select the best choice. Also, a risk analysis, implementation process with responsibilities and time estimates, and measurements of success will be provided.

2. Business Problem

The business is performing poorly because of the changed customers' behavior, increased competition, and increasing costs. The current situation has arisen because more clients prefer online purchasing for its convenience, price advantages, and speed. Online businesses selling flowers have met these needs successfully, whereas Green Haven has failed to do so.

The business website is out-of-date and hard to navigate. There have been complaints from the clients who were not able to order products from the website. The client is

frustrated and thus loses revenue. It is also noted that there is minimal usage of digital marketing strategies. This affects the business negatively since the competitor is actively utilizing social media platforms. This increases their customer base.

There has been an increase in costs. The materials used for packaging are sustainable and cost intensive. Thus, the profit margins are reducing. There is competition from the new companies who offer their services at a relatively cheaper price.

This issue is primarily attributed to delayed adaptation to the digital transformation of the retail industry, which is negatively impacting sales and the firm's competitiveness in an ever-growing digital market environment.

3. Alternative Solutions

Firstly, there is a need to enhance digital footprint and online experience. This involves creating a more user-friendly website and increasing its mobile friendliness. The firm will be able to implement a better ordering system, upload high-quality product photos, and implement efficient checkout mechanisms. More delivery options can be considered including same day or next-day delivery whenever possible. Subscription services like flowers being delivered on a weekly or monthly basis can be another source of consistent profits for the company. Lastly, social media marketing campaigns can be used to promote the company's products and engage customers.

Secondly, it is important to upgrade the shop's physical appearance and strengthen community ties in the area. This can involve creating a more appealing storefront and designing the store's interior more efficiently. In-store activities like floral arrangement courses, holiday promotions, or individual consultations will help create stronger bonds with consumers.

4. Evaluation of Proposed Solutions using PMI

Solution one has some clear strengths. First, it offers broader reach to customers outside the local region. Customers can make orders anytime; thus, convenience is offered. It also promotes the growth of the business through subscriptions and repeat orders. Besides, having an impressive online presence makes it competitive even among bigger retailers.

There are some shortcomings too. To begin with, it is costly to create a website and to engage in digital marketing activities. This could mean higher costs due to the need for specialized skills or hiring a third party. Secondly, results do not come instantly because of the time required to get online traffic.

Solution two also has advantages. It strengthens customer relationships and creates a unique experience that is difficult for competitors to copy. It can increase customer loyalty and encourage word of mouth promotion. Workshops and events can also create an additional source of income.

Despite these benefits, the disadvantages are significant. The reach is limited to local customers, which restricts growth. It depends heavily on foot traffic, which has already declined. It also does not address the issue of online competition, which is the main cause of the problem.

When comparing both solutions, digital improvement has a wider impact and directly addresses the main issue. In store improvements are valuable but have a smaller effect on overall performance.

5. Chosen Solution

The preferred solution is improving digital presence and online services. This option directly responds to the shift in customer behaviour towards online shopping. It allows the business to compete more effectively and expand beyond its local market.

Although improving store experience can support customer loyalty, it does not solve the main problem of declining online competitiveness. Digital improvement offers long-term benefits and greater potential for growth. For this reason, it is the most suitable option.

6. Risk Analysis

There are several risks linked to digital improvement. Financial risk is one of the most important. Website development, marketing tools, and possible external support require investment. If the strategy is not successful, this could lead to financial loss.

Finally, there is a possibility that the owners do not possess the required expertise to operate a website and conduct digital marketing. Such a problem may lead to improper implementation of the strategy and its failure.

Moreover, customers may be reluctant to react positively in the initial stages of the plan's realization. Although their awareness will increase after the necessary changes, it still takes some time to get used to the new online opportunities.

The mentioned challenges can be managed in several ways. For example, the organization can choose to start with an affordable website development, instead of opting for a complicated one. Digital marketing solutions can be initially applied without costs or at a minimum price. Training can teach owners how to use websites and other internet-based resources. Finally, external assistance can perform more complicated tasks.

In conclusion, although the suggested risks exist, they are not significant enough to prevent implementing the proposed solution.

7. Action Plan

First, there will be a redesign of the website. This stage may take up to four weeks. There is a chance of getting help from an external source, e.g., a web designer. The ease of use of the website, quality of the pictures, and product descriptions and prices is only some of the aspects that should be taken into account.

Second, it will be necessary to organize delivery and subscriptions for customers. This stage will occur two weeks after the first one. Effective and clear delivery and subscription policies will be offered to clients.

Third, marketing through social media can be organized after redesigning the website. The owners will have to take care of all marketing activities, including posting updates, communicating with clients, and offering promotions.

Finally, monitoring progress and making necessary adjustments will be a never-ending process. All information about the performance of the company received from the website and clients' feedback will have to be used to improve the situation.

This sequence of actions is important since one cannot advertise without having a website, and delivery services will be essential when offering goods through the website. Allocation of tasks will allow accomplishing them effectively.

8. Assessing Effectiveness

The primary KPI would be an increase in online sales. The business would seek to boost online sales by 20% in six months. This goal is SMART, as it is specific, measurable, achievable, relevant, and time bound.

The effectiveness can be monitored by using web analytics tools and tracking sales figures. Progress can be evaluated weekly and monthly. In case objectives are not achieved, adjustments should be made to marketing strategy and website design.

Some additional metrics include traffic levels, customer feedback, and engagement levels on social media platforms. Traffic indicates increased visibility, positive feedback reflects customer satisfaction, while engagement indicates marketing efficiency.

These metrics will assist the company in assessing its performance.

9. Conclusion

Green Haven Florists are encountering various difficulties due to shifting consumer behavior, growing competition, and rising costs. The organization has been slow to respond to the changes, which have negatively impacted on its performance and competitiveness.

Two options were identified for solving these problems, namely, digital improvement and in-store experience enhancement. Digital improvement was found to be the most suitable solution to the problem.

However, these drawbacks can be mitigated through prudent planning and phased execution. The enhancement of online presence will assist in attracting more customers and making greater sales and being more competitive in the market.

Appendix A: PMI Summary

The benefits of online improvements include increased coverage, greater convenience, and enhanced competitiveness. The negative aspects are cost, time, and skills. Store visit provides better relations and loyalty but does not have much coverage.

References

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Appendix C Full PMI Analysis Table

Solution	Plus	Minus	Interesting
Digital Improvement	Wider reach, increased convenience, stronger competitiveness	High setup cost, need for digital skills, delayed results	Subscription services can create steady income and long-term growth
In Store Experience	Improves customer relationships, unique shopping experience, builds loyalty	Limited reach, depends on foot traffic, less impact on online sales	Workshops and events can generate extra revenue and community engagement