

MODULE NAME - Problem Solving and Decision Making

MODULE CODE - (LCLM4004_LON)

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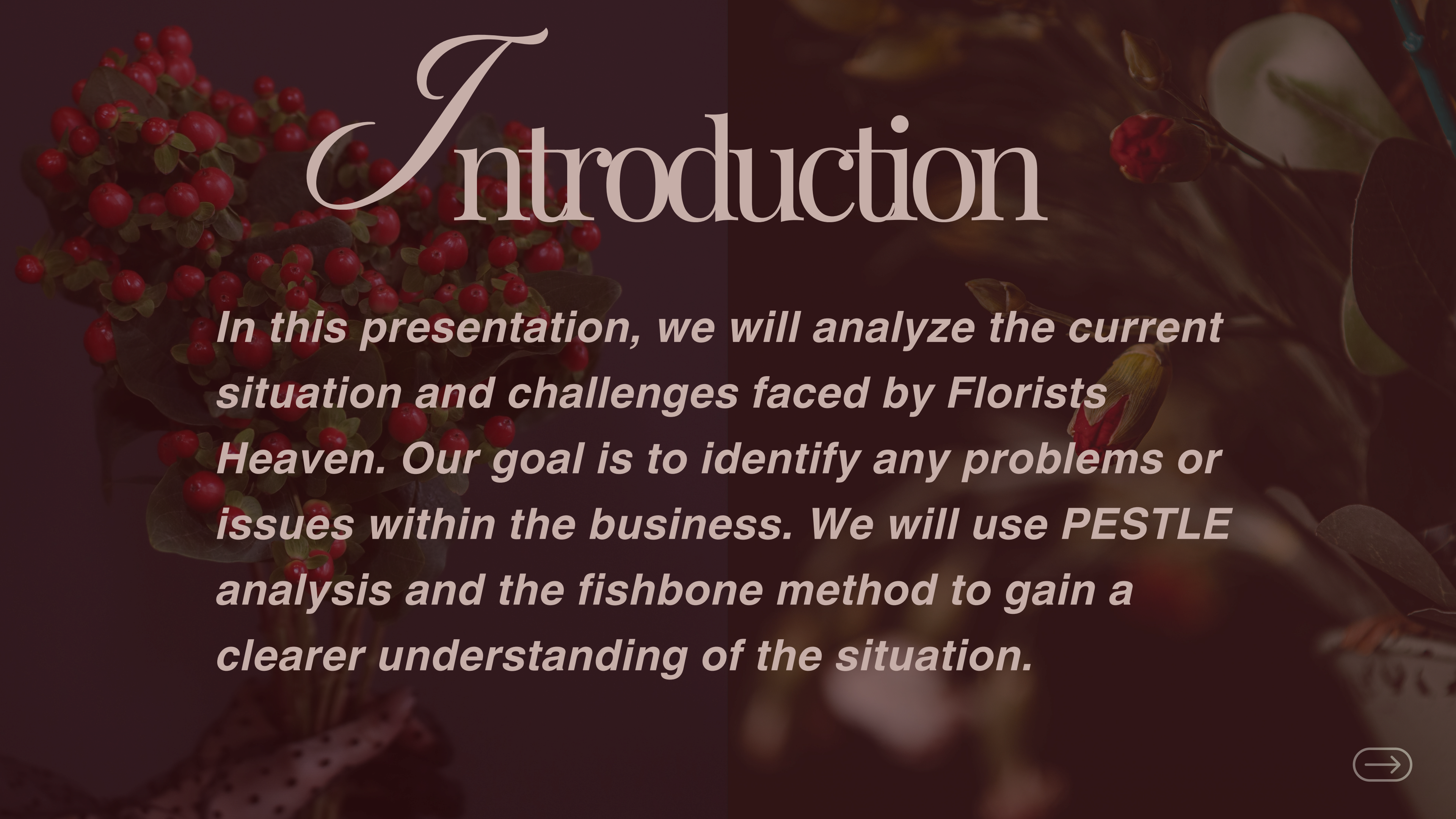
Assignment 1: Presentation



Green heaven Florists

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Introduction

In this presentation, we will analyze the current situation and challenges faced by Florists Heaven. Our goal is to identify any problems or issues within the business. We will use PESTLE analysis and the fishbone method to gain a clearer understanding of the situation.



Company background

**Florists Heaven is an independent flowers store in Norwich, UK.
The company was founded by Priya Patel and Liam in 2016.
They are well known for using eco-friendly packaging and
personalized floral arrangements for corporate events,
weddings, they also have walk in customers.**



Nature & scope

WHAT

- Decline in store sales.*
- Limited online presence and digital marketing.*

WHY

- Clients prefer to buy online*

Where

Green Haven Florists, Norwich

When

Last 12 months

Who

Business owners and customers

How

Fewer walk-in customers

How much

Sales dropped by 30%



Pestle analysis

Green heaven florists

1 *Political*

- Importing flowers regulations can interrupt and affect the availability of the products.
- Trade polices may increase the product coming from another contries.

2 *Social*

- Many customers feel more comfortable buying online.
- There;s a lot more interest in eco-friendly and sustainable products in the last years.

3 *Economic*

- Inflation has increased the price of flowers and packaging products.
- Also, rent , utility and transport affect the profit of the company.



Pestle analysis Green heaven florists

Technological

- *Many competitors are using social media and digital marketing to attract more customers*
- *Having a clear and modern website with a good online ordering make it easier for people to go and buy through the website*

Legal

- *The bussiness must follow laws related to employees and working conditions*
- *There are regulations about all the product sold in the store.*

Enviromental

- *Climate and wether also afecta how flowers grow and how they are supplied*
- *businesses are expected to used more eco-friendly packaging to reduce waste*



Cause and effect analysis : Fish bone diagram



Conclusion

- *Overall Green Heaven Florists is facing several challenges that are affecting the company.*
- *The main problems are that there are changes in customer shopping habits, limited social media presence, rising costs and stronger competitors.*
- *Understanding the issues helps the company to understand where they have to work on.*
- *The fishbone diagram helps to see clearly every detail and department so it makes it easier and more organised.*





References

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Thank You