

Problem Solving And Decision Making

LCLM4004

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Assignment 1: Presentation

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Introduction

Report Overview

Green Haven Florists, a Norwich-based independent flower shop, faces declining in-store sales, rising costs, and online competition. This report examines the causes of these issues and the drop in sales.

Key Challenges:

- Declining in-store sales.
- Rising costs.
- Strong online competition.
- Shift in consumer behaviour to online purchasing.

Company background

Green Haven Florists

Business Overview

Green Haven Florists, founded in 2016 by Liam & Pria Patel.

Sells fresh flowers, bouquets, wedding flowers and eco-friendly products.

Known for strong customer relationships and trust.

Key Strengths:

- Personal touch and customer loyalty.
- Eco-friendly products.
- Community involvement and partnerships.
- Established reputation in Norwich.

Problem: nature and scope

Here's a refined 5W2H analysis:

*Who: Liam & Priya Patel (Owners).

*What: 30% decline in-store sales.

*Where: Norwich, UK.

*When: Over the last 12 months.

*Why: Consumers prefer low prices of products online.

- Online companies offer same-day delivery and discounts.

- The website is challenging for consumers to navigate.

*How: Less online engagement and competition.

- Rising costs of flowers, materials, and Eco-friendly packaging reduce profits.

How much: 30% drop in store-sales.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

Changes in UK trade rules can rise/increase the cost of imported flowers.
Government tax policies can affect the profits of small Businesses.

ECONOMIC

Inflation can increase the cost of flowers, rent and electricity.
Consumers may spend less money during an economic crisis.

SOCIAL

Plenty of consumers prefer ordering flowers online.
Demand increases during special events like Valentines day and weddings.

PESTLE ANALYSIS: Green Haven Florists

➤ TECHNOLOGICAL

- Online ordering systems are significant for Business growth.
- Social Media helps to attract new consumers and promote products.

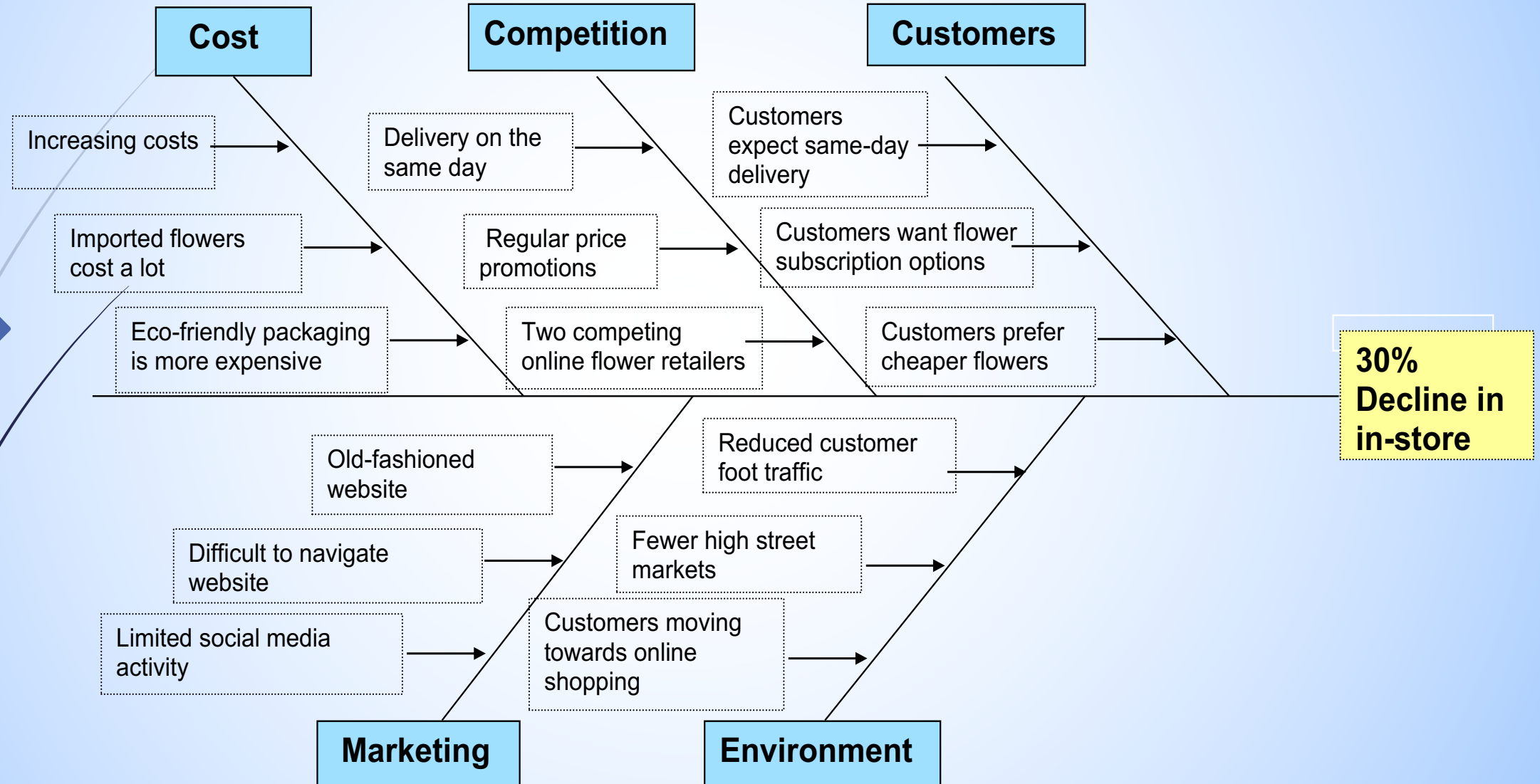
➤ LEGAL

- The Business must follow minimum wage and employment laws.
- Health and safety laws must be followed in the shop.

➤ ENVIRONMENTAL

- Climate change can affect flower supply and prices.
- Consumers expect Eco-friendly packaging and less waste.

Cause and effect analysis: Fishbone diagram



Conclusion



Green Haven Florists faces a 30% decline in-store sales due to strong online competition, rising costs, and changing consumer preferences. To address this, the business needs to:

- Enhance online presence
- Improve website user experience
- Strengthen marketing strategy

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**Do you have
any
questions?**

