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Component 2 Individual Report Green Haven Florists

Problem Solving and Decision Making

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Green Haven Florist: Strategic Recovery Report

Introduction

In 2016, Green Haven Florist was established in Norwich. Business partners Priya and Liam Patel opened a flower shop on the high street. The small independent florist built a strong reputation in a competitive market through sustainable packaging, creative arrangements and close relationships with local customers. Although the business has been successful over the years, recent market changes particularly the rise of online florists offering convenient delivery and competitive pricing — have reduced revenue. With a 30% decrease in foot-traffic sales and rising operational costs (especially packaging), Green Haven Florist is facing difficulties and has sought external advice from a business consultant on how to recover.

This report explores the challenges faced by Green Haven Florist and evaluates the consultancy's recommendations using a structured decision-making approach. The consultancy assessed several revival strategies and focused on two main options. One key reason for the decline in revenue is the lack of a strong digital marketing presence; therefore, Green Haven Florist needs to improve its online visibility. At the same time, the business aims to regain customer loyalty through community-based initiatives. The Plus-Minus-Interesting (PMI) method is used to compare the two solutions. This is followed by a risk assessment, and an outline of how the preferred solution can be implemented. Key performance indicators (KPIs) and SMART objectives are also developed to measure effectiveness.

Identification of the Problem

The main challenges causing difficulties for Green Haven Florist are declining profitability, higher operating costs, reduced customer visits and intense competition from digitally advanced online florists. Research shows that the UK has lost approximately one-third of its high-street florists since 2016, with spend shifting towards online retail purchases (Retail Focus, 2026).

Although the business has a strong brand reputation based on sustainable values and high-quality products, and creative floral arrangements, traditional retail methods are becoming less effective as consumer expectations change

Online competitors have adopted modern business models that offer greater convenience, faster delivery, easier ordering systems and attractive digital marketing (Floristry Trade Club, 2025). Many customers now prefer to buy from online retailers, showing that businesses without a strong digital presence risk losing customers. The core problem is that Green Haven Florist has relied heavily on foot traffic. This outdated approach has limited its ability to attract new customers. Without a modern revival strategy, the florist risks losing relevance in its community. An urgent response is therefore required to implement the strongest viable solution that maintains the business's unique identity while meeting modern consumer expectations

Proposed Solutions

Solution 1: Digital marketing with a stronger online presence and delivery

The first solution is to improve how Green Haven Florist advertises its products and services. This involves strengthening its presence on social media platforms and redesigning its outdated website. A new, user-friendly ordering system should be introduced. The website must be attractive, clearly showcase available arrangements, manage delivery options, allow customers to choose time slots, place customised orders and make secure online payments. By making the online navigation fun and easy for the consumers guarantees customer confidence (British Florist Association 2, 2024).

In addition, the florist can increase brand awareness through social media campaigns on Facebook and Instagram, sharing bespoke arrangements and offering rewards when customers tag the business in photos they share. Collaborating with local sustainability initiatives informing customers that the businesses packaging is biodegradable will reinforce the brand's initial reputation of having environmental values (University of Surrey and Coventry University, 2025). Search engine optimisation (SEO) will help new customers find the website. Corporate clients could be offered bulk-order discounts for online purchases, and a reliable local courier partnership should be established. Together these actions form a digital transformation that will allow the business to reach customers beyond physical store visits and generate new sales.

Solution 2: Community partnerships and customer loyalty programme

The second solution focuses on strengthening customer relationships through community partnerships and a loyalty programme. Green Haven Florist could introduce a membership scheme giving customers seasonal offers, rewards, discounts and early access to customised products (Perkstar, 2026).

This would increase brand awareness among existing customers and create opportunities to collaborate with event organisers, wedding planners, restaurants and hotels, generating higher event-based sales.

This approach can differentiate the business from larger online competitors and support customer retention by enhancing community presence and building a reputation for collaboration (Digital Florists, 2025).

PMI Analysis

Solution	Plus	Minus	Interesting
1. Digital online presence with delivery option	Increases sales by reaching a wider audience; improves convenience and customisation; attracts new customers; aligns with current trends	Higher initial costs for website development, technical support, courier contracts and ongoing maintenance	Long-term gains from online promotion; opportunity to collect customer data and run personalised marketing campaigns
2. Partnerships and loyalty programmes	Rebuilds brand reputation; strengthens current customer loyalty and encourages repeat business	Requires extra time and resources for relationship management and lead generation	Opens opportunities for partnerships, workshops and community events

Preferred Solution

Using the PMI analysis, the most viable solution for Green Haven Florist is to develop a stronger online presence through digital marketing and digital integration, supported by a local delivery partnership. Solution one will directly increase annual revenue by improving accessibility to the brand's products and expanding customer reach (Digital Florists, 2024). Although the required investment and market research may present a short-term challenge for a small independent business, it will deliver long-term benefits. A strong online presence will compensate for the decline in foot traffic and help build a larger customer base through a refreshed brand image across digital channels (Digital Florist, 2025).

Risk Analysis

Risk	Impact	Probability	Mitigation Strategy
High costs of website, courier and IT development	Medium	Medium	Invest in a user-friendly platform and partner with local couriers
Lack of IT knowledge among staff	Medium	Medium	Provide continuous training and development
Low customer interest / unsuccessful online presence	High	Low	Launch using reputable website software and professionally managed social media advertising; offer member discounts
Strong competition from online florists	High	High	Differentiate the brand through innovative products, services and sustainable values

The risks associated with digital transformation are manageable. With careful planning, gradual implementation, local delivery partnerships, ongoing employee training and continued commitment to sustainable initiatives, positive outcomes can be achieved (Digital Florists, 2024; British Florist Association 1, 2024).

Implementation Plan

Details	Timeline	Responsibility	Objective
Select website platform (market research + IT professional support)	Months 1–2	Liam & Priya Patel	Launch a live, user-friendly website that enhances customer satisfaction
Incorporate a secure online payment system and delivery options	Months 2–3	Liam & Priya Patel	Enable online purchases, membership capabilities and courier contract
Train staff and engage in real-time social media activity	Months 4–5	Management	Improve operational efficiency and increase customer awareness
Monitor sales and feedback systems	Month 6 onwards	Liam & Priya Patel	Evaluate performance and make continuous improvements

SMART Objectives and KPIs

Objective	KPI
Increase revenue from the new website by 30% within 6 months of implementation (to offset lost foot traffic)	Track online traffic and monthly website income using website analytics and financial statements
Grow the customer database by 30% through focused social media campaigns on Facebook, Instagram and YouTube	Market research, feedback systems and social media platform analytics
Increase social media followers to 1000	Follower/subscriber count analytics

The implementation plan runs over six months, starting with website platform selection and secure payment setup in the first two months, followed by staff training and social media engagement, then ongoing sales and feedback monitoring. The SMART objectives aim to raise website revenue by 30% within six months, grow the customer database by 30% through social media campaigns, and reach high volume of social media followers, all tracked via analytics and financial data.

Conclusion / Key Findings

- Digital marketing and a stronger online presence emerge as the preferred solution after PMI analysis, offering the greatest potential to reverse revenue decline and reach new customers
- The main risks (cost, staff skills, low uptake and online competition) are manageable through careful planning, training, local delivery partnerships and brand differentiation
- A clear six-month implementation plan, combined with measurable SMART objectives and KPIs, provides a practical roadmap for recovery (British Florist
- Success depends on gradual rollout, continued commitment to sustainability, and ongoing monitoring of website sales and social media performance

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