



Problem Solving and Decision Making

Green Haven Florists



MODULE NAME : Problem solving and decision making

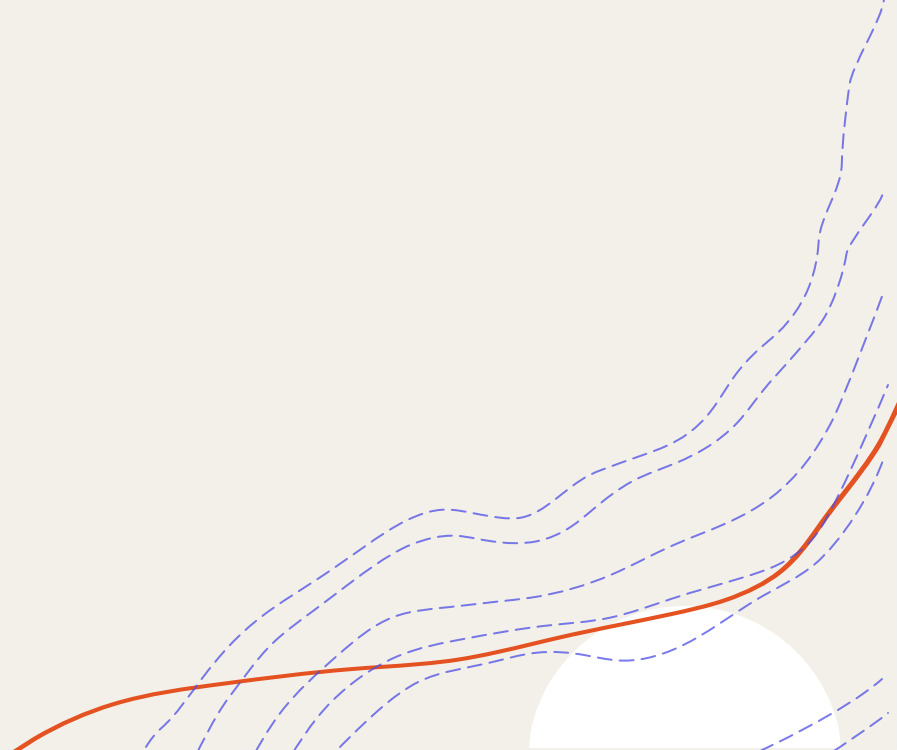
MODULE CODE : LCLM4004

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ASSIGNMENT 2 : Presentation



OVERVIEW

Introduction

Describe the problem

Solution

Evaluations

Chosen solution

Action plan

Monitoring

Conclusion

References

INTRODUCTION

Green Haven Florists is facing declining sales and increasing competitive pressures. This report investigates the causes of these problems and evaluates possible solutions. It analyses the business problem, reviews relevant information, compares two alternative solutions, selects the most appropriate option, and outlines an implementation and monitoring plan. Addressing these issues is essential to improving performance and ensuring the business remains competitive.



Problem: Nature, scope and Impact.

A: Nature of the problem:

-30% decline in in-store sales in the last 12 months.

Outdated website and weak digital presence.

Increasing competition

High operational costs (imported flowers, sustainable materials).

B. Scope of the Problem:

Affects walk-in sales, online sales, and customer experience.

Impacts profitability, cash flow, and long-term sustainability.

Market forces: changing customer behaviour, digital trends, cost inflation.

Internal capabilities: owners lack digital marketing skills.

C. Impact of the Problem:

Loss of loyal customers.

Decreasing market share.

Reduced competitiveness.

Solution

Store data : 30% decline in store sales.

Customer feedback:

- Need more delivery options.

- Online shopping trend increasing.

- Competitors using Instagram effectively.

Cost information:

- Higher flower prices due to supply issues.

- Sustainable materials cost more.

- Green Haven has not adapted to a digital-first market.

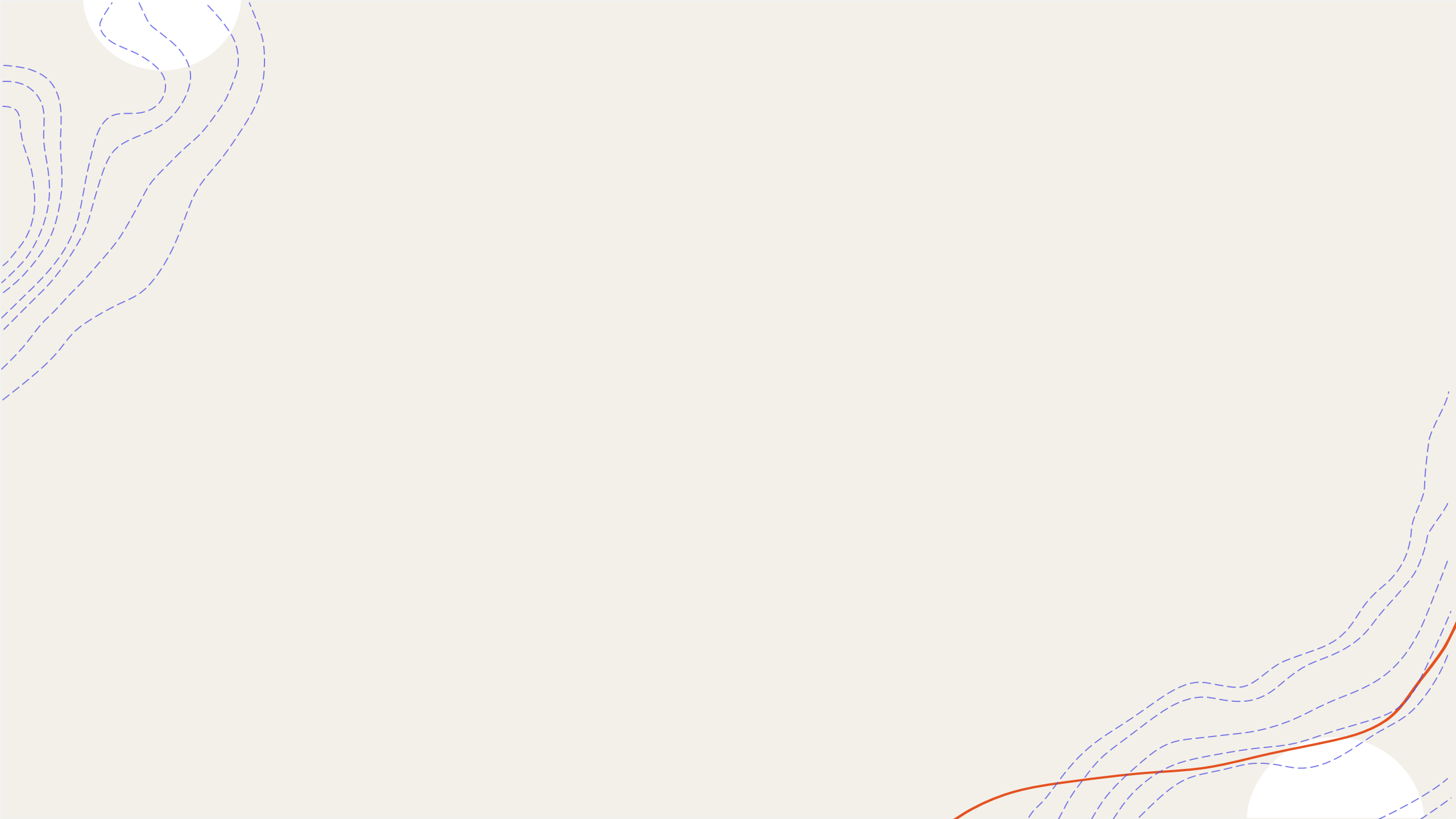
- Customer expectations have changed; convenience matters more.

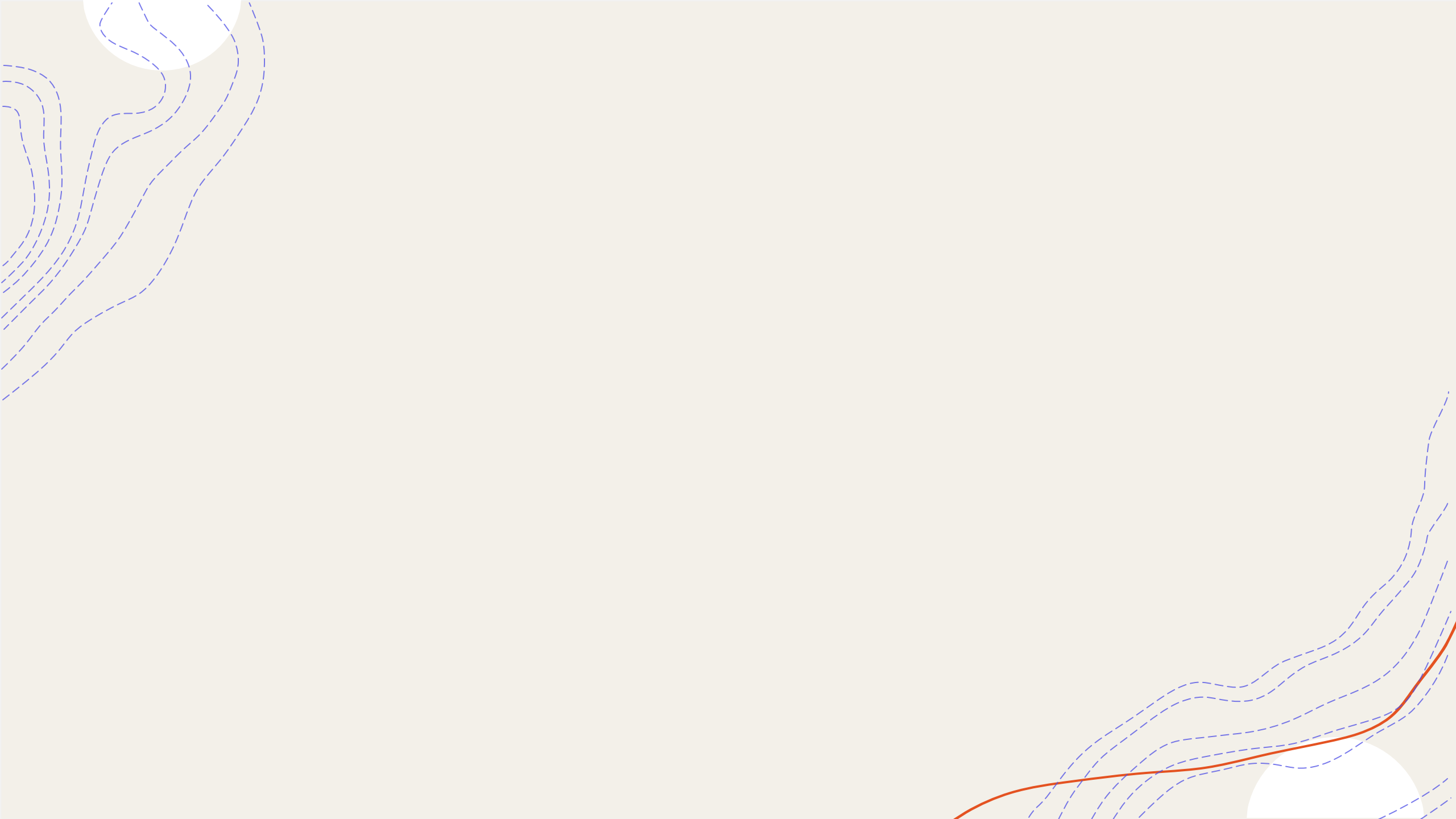
- Competitors are outperforming them online.

- Costs rising + revenue falling = urgent strategic change needed.

Evaluate Two Alternative Solutions

 Plus	 Minus	 Interesting
• Item 1 • Item 2 • Item 3	• Item 1 • Item 2 • Item 3	• Item 1 • Item 2 • Item 3





Technology

Promotion\Marketing

Process

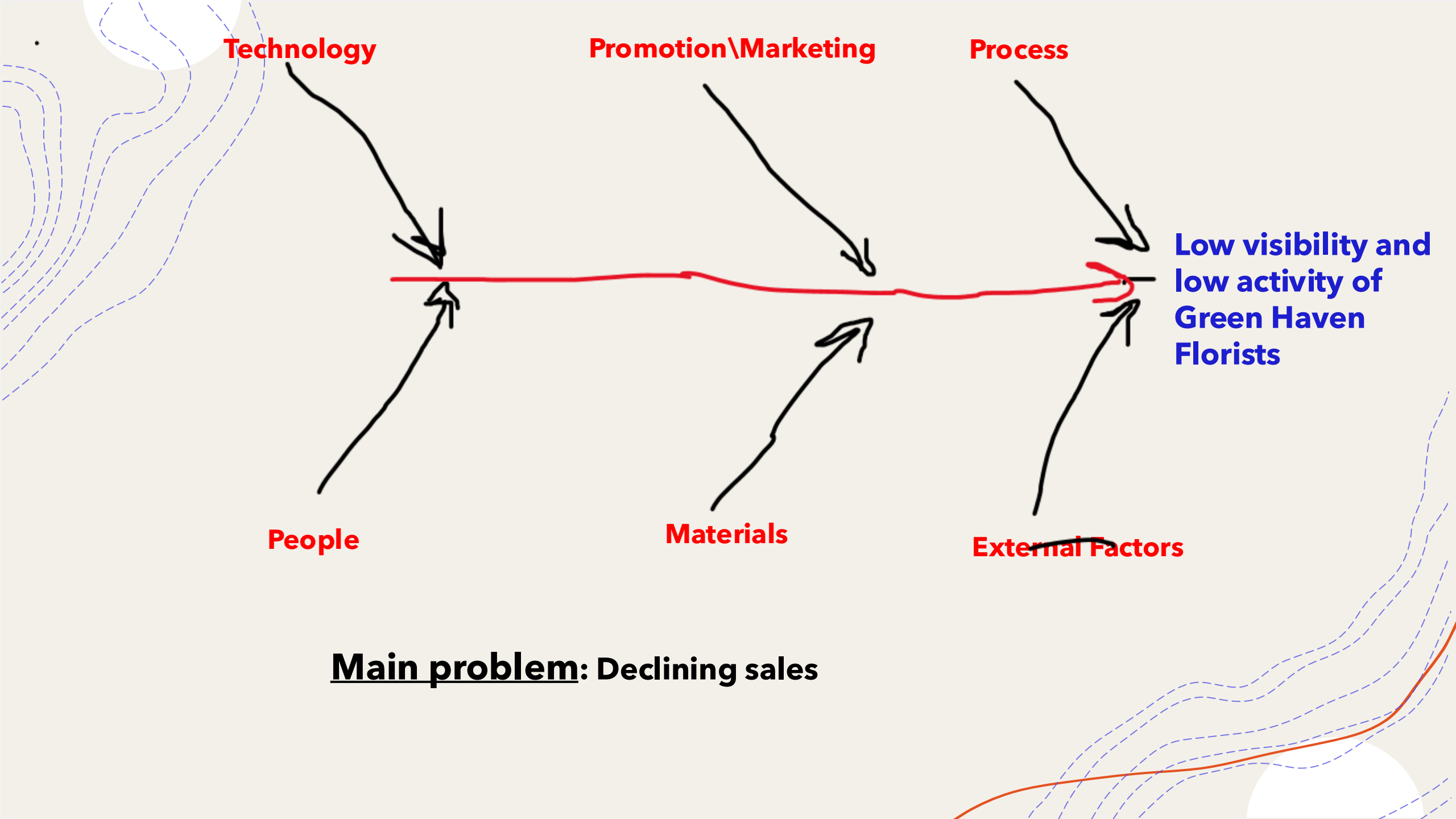
**Low visibility and
low activity of
Green Haven
Florists**

People

Materials

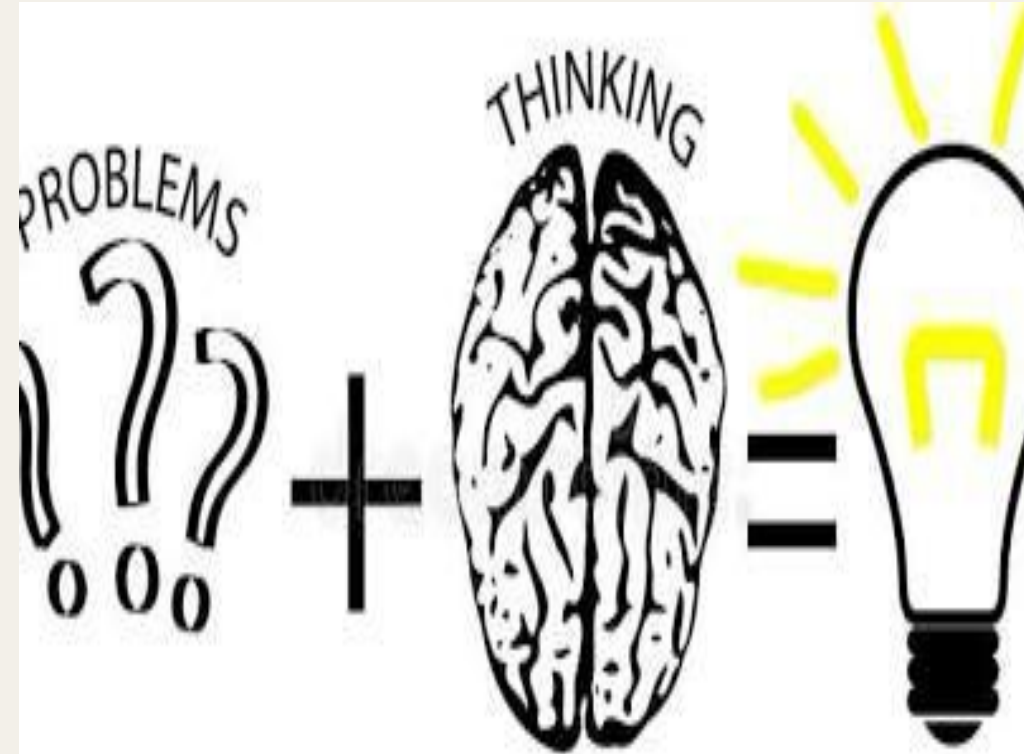
External Factors

Main problem: Declining sales



CONCLUSION

To conclude Green Haven Florists is facing significant challenges due to both external factors, like increased competition and changing customer behavior, and internal issues, such as inefficiencies in operations and inventory management. My recommendations is to develop a stronger online presence and improve the E-Commerce platform, Invest in training employees to improve customer service, Explore new sustainable product offerings to appeal to eco conscious customers, implement more efficient inventory management systems.



References

Calculator Ultra {2025} Find More calculator available at: Drop In Sales Calculator & Formula Online Calculator Ultra { Accessed: 6 October 2025}.

5 sources

Strategic Analysis frameworks Industry floral reports .

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