



Problem Solving and Decision Making

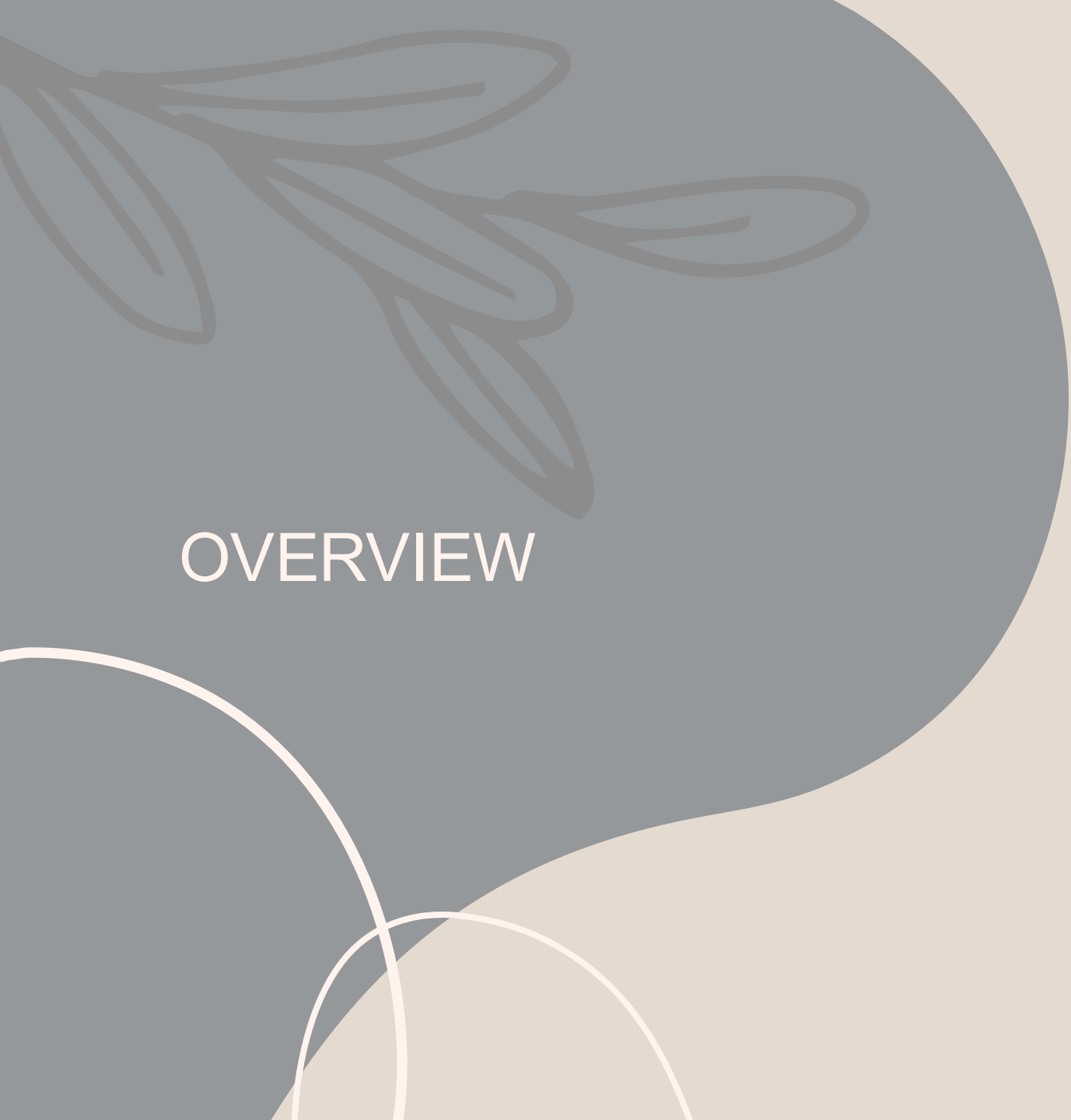
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Assignment 1: Presentation



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Introduction

- **Definition:** A decline in sales refers to a reduction in revenue over a specific period of time.
- **Current situation:** The business is experiencing a 30% decrease in in-store sales.
- **Purpose:** This presentation analyses the possible causes of this decline using the Fishbone Diagram.



Company Background

Green Haven Florists

- Established: 2016, Norwich, United Kingdom.
- Ownership: Independently owned by Liam and Priya Patel.
- Core Values: Sustainability, Locally sourced flowers, Strong community engagement

Problem – Nature and Scope (5W2H)

- **Who:** Business owners are Priya and Liam Patel.
- **What:** 30% decline in in-store sales.
- **Where:** Norwich High Street.
- **When:** Over the past 12 months.
- **Why:** Growth of online shopping and rising operational costs.
- **How:** Reduced foot traffic and increased competition.
- **How many:** Online sales went up a little, but didn't compensate for the losses.

PESTLE Analysis

1. Political:

- Post-Brexit trade regulations
- Import restrictions affecting flower supply

2. Economic:

- High inflation
- Rising flower and material costs

3. Social:

- Preference for convenience
- Demand for discounts and fast delivery.

4. Technological:

- Outdated website
- Weak social media presence

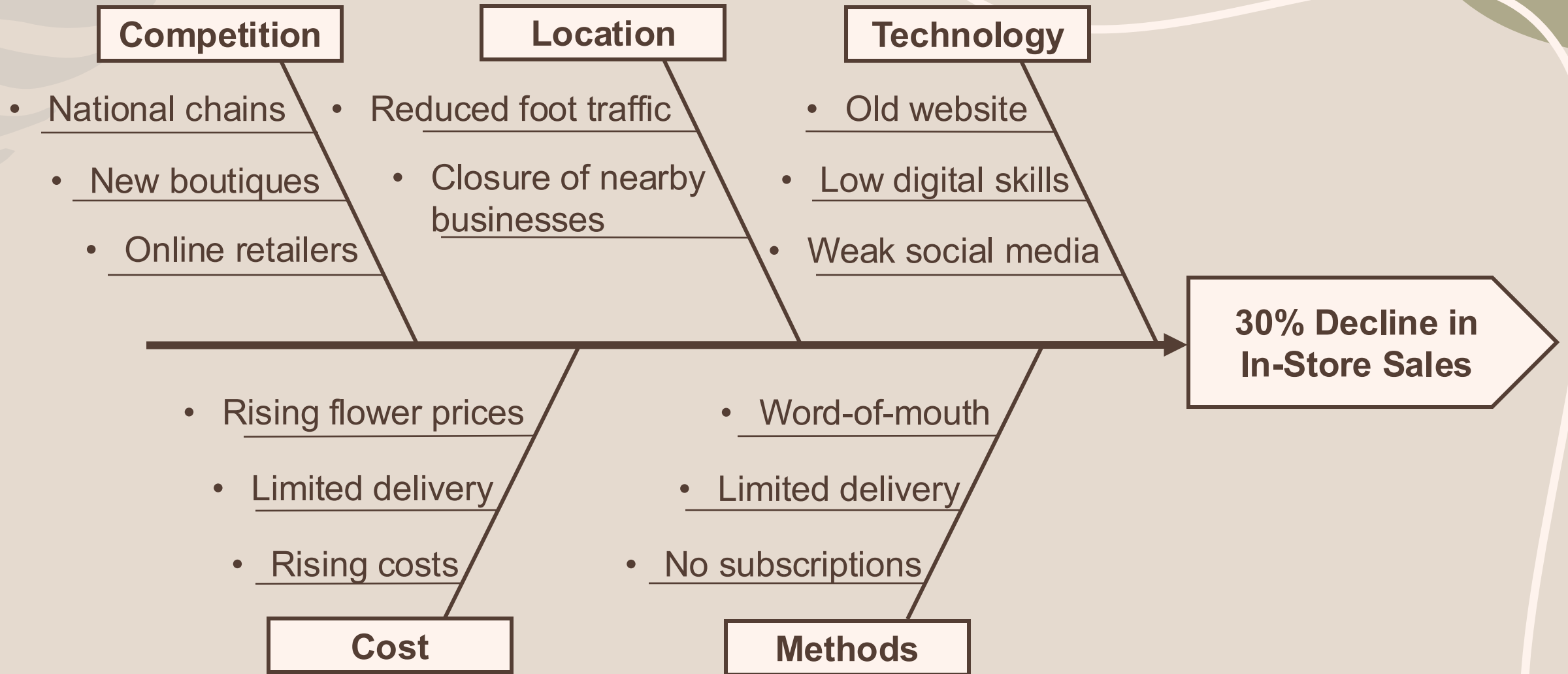
5. Legal:

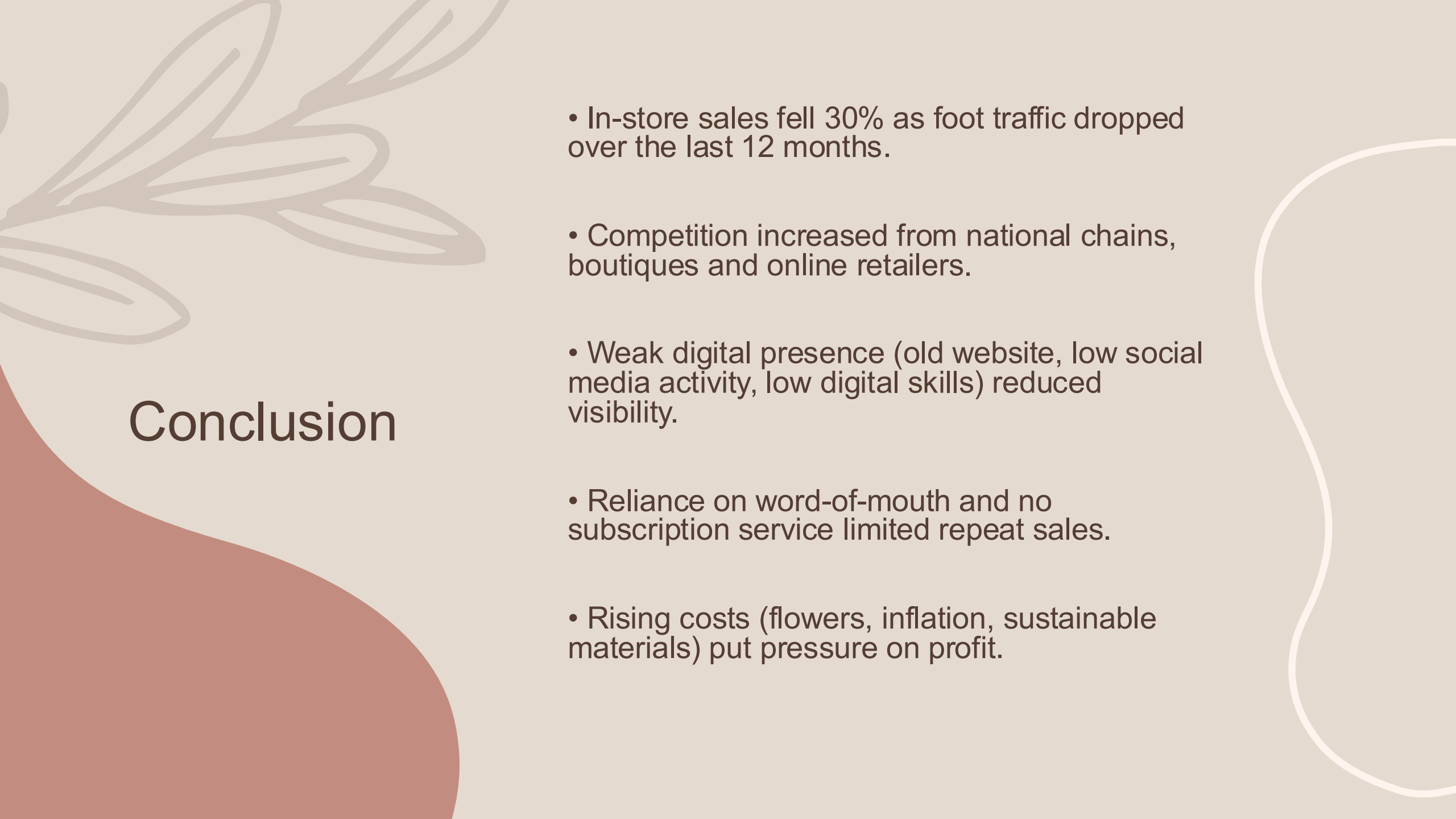
- Consumer protection regulations
- Business compliance requirements

6. Environmental:

- Commitment to sustainability
- High cost of eco-friendly packaging

Fishbone Diagram: Causes of the 30% Sales Decline





Conclusion

- In-store sales fell 30% as foot traffic dropped over the last 12 months.
- Competition increased from national chains, boutiques and online retailers.
- Weak digital presence (old website, low social media activity, low digital skills) reduced visibility.
- Reliance on word-of-mouth and no subscription service limited repeat sales.
- Rising costs (flowers, inflation, sustainable materials) put pressure on profit.

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Thank you

