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Module name: Problem solving and decision making

Introduction:

Independent flower shop in Norwich, UK

Founded in 2016 by Liam and Priya Patal

Known for customised floral arrangements

Uses eco-friendly packaging

Experiencing declining in-store sales

INTRODUCTION



Nature and scope of the problem

30% decrease in in-store sales

Reduced customer visits

Customers prefer online flower delivery

Increasing flower supply costs

Strong competition in the market



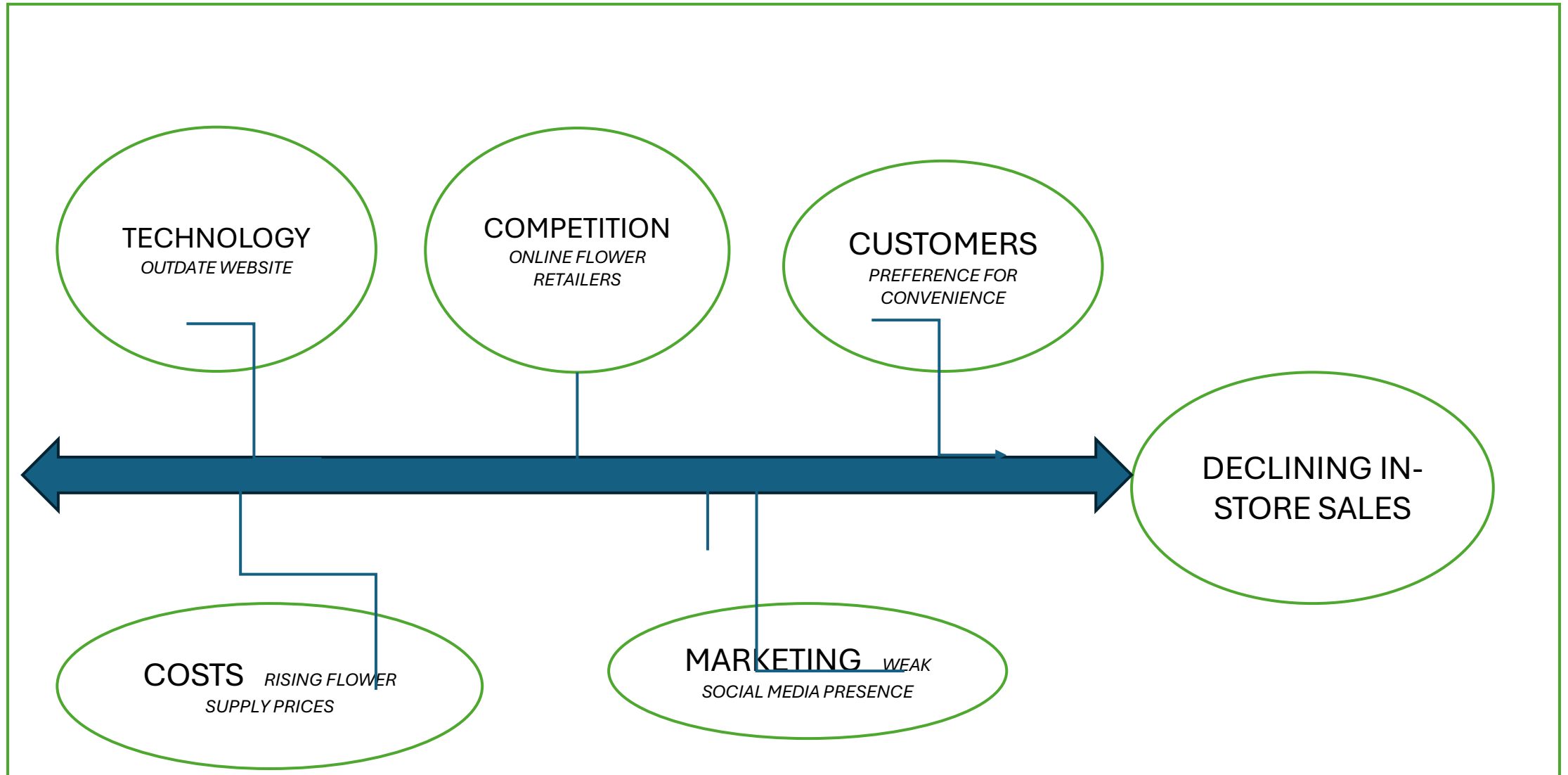
5W2H ANALYSIS

- WHAT: declining in-store sales
- WHY: competition and changing consumer behaviour
- WHERE: Norwich flower retail market
- WHO: business owners and customers
- WHEN: last 12 months
- HOW: reduced shop traffic
- HOW MUCH: about 30% drop in sales

PESTEL ANALYSIS

- POLITICAL: regulations affecting small business
- ECONOMIC: inflation increasing costs
- SOCIAL: customers prefer online shopping
- TECHNOLOGICAL: growth of e-commerce platforms
- ENVIRONMENTAL: demand for eco- friendly packaging
- LEGAL: consumer protection and employment laws

FISHBONE CAUSES



KEY FINDING

- Strong online competition
- Changing customer buying habits
- Limited digital marketing presence
- Increasing operational costs

RECOMMENDATIONS

Improve social media marketing

Create a modern website with online ordering

Offer delivery services

Promote eco-friendly brand image

Partner with local businesses

REFERENCES

- KOTLER & KELLER – MARKETING MANAGEMENT
- JOHNSON ET AL. – EXPLORING STRATEGY
- ISHIKAWA – GUIDE TO QUALITY CONTROL
- MINDTOOL – PESTEL ANALYSIS