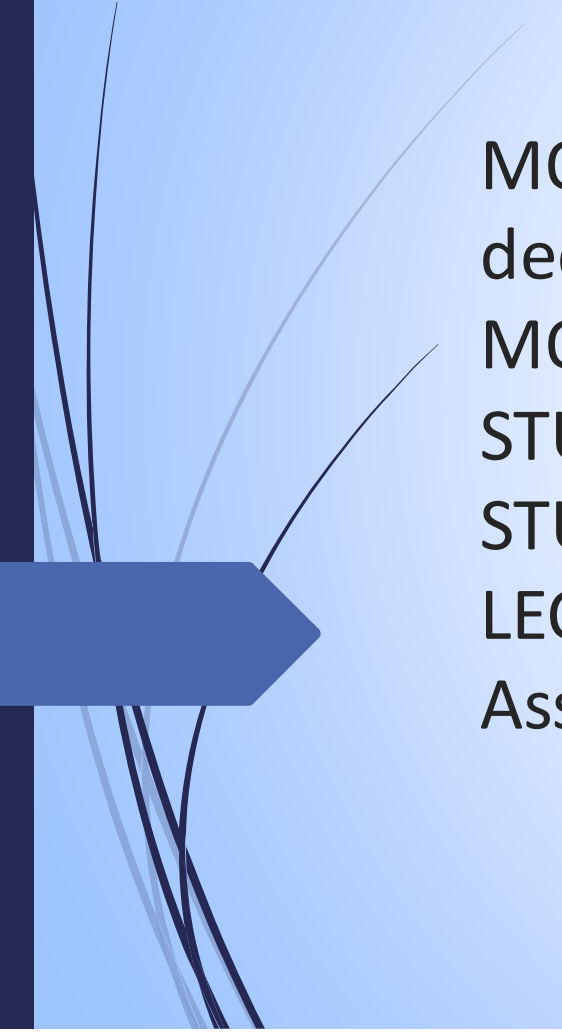




MODULE NAME = problem solving and
decision making

MODULE CODE = LCLM4004

STUDENT NAME = Hafiz Muhammad Faisal

STUDENT ID=2435220

LECTURER= Jaya gopalkrishnan

Assignment 1: Presentation

OVERVIEW

Introduction

Company background

Problem: nature and scope

PESTLE ANALYSIS: Green Haven Florists

Cause and effect analysis: Fishbone diagram

Conclusion

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Introduction

DROP IN SALES- "decrease in the amount sold or revenue generated between two periods" (Calculator Ultra, 2025)

A decline in revenue or products sold is referred to as a dip in sales. Competition, shifts in the market, or economic problems may cause it. Business performance can be enhanced by comprehending the cause.

Company background

Green Haven Florists

- Founded in 2012 small florist shop in Norwich
- Owners: Liam and priya Patel
- Sells: Fresh floral arrangements, custom boutiques, events flowers
- strong community ties: Builds close relationship with local community known for innovative, creative floral designs
- **Add more information from the case study**

Problem: nature and scope

Who: Liam and Priya Patel, owners of Green Haven Florists

What: Experiencing a drop in sales over the last 12 months

Where: Norwich, UK (main retail store and online platform)

When: From early 2024 to present

Why: Increased competition from online flower delivery services and supermarkets offering lower prices

How: Reduced customer traffic, lower event bookings, and decline in repeat purchases

How much: Estimated 25% decrease in monthly revenue compared to the previous year

PESTLE ANALYSIS: Green Haven Florists

Government incentives for small businesses could support digital marketing or sustainability upgrades.

Import regulations on flowers (especially from the EU and Africa) affect pricing and supply consistency.

Economic:

Inflation and higher living costs reduce consumer spending on non-essential items like flowers.

Competitors offering low-cost, fast-delivery options are eroding market share.

Social:

Changing consumer preferences toward eco-friendly and locally sourced flowers.

Shift in purchase habits — more customers prefer online shopping and delivery convenience.

PESTLE ANALYSIS: Green Haven Florists

- **Technological:**

- E-commerce platforms and mobile apps have transformed how customers order flowers.
- Green Haven lacks a modern online system, limiting visibility and ease of ordering.



- **Legal:**

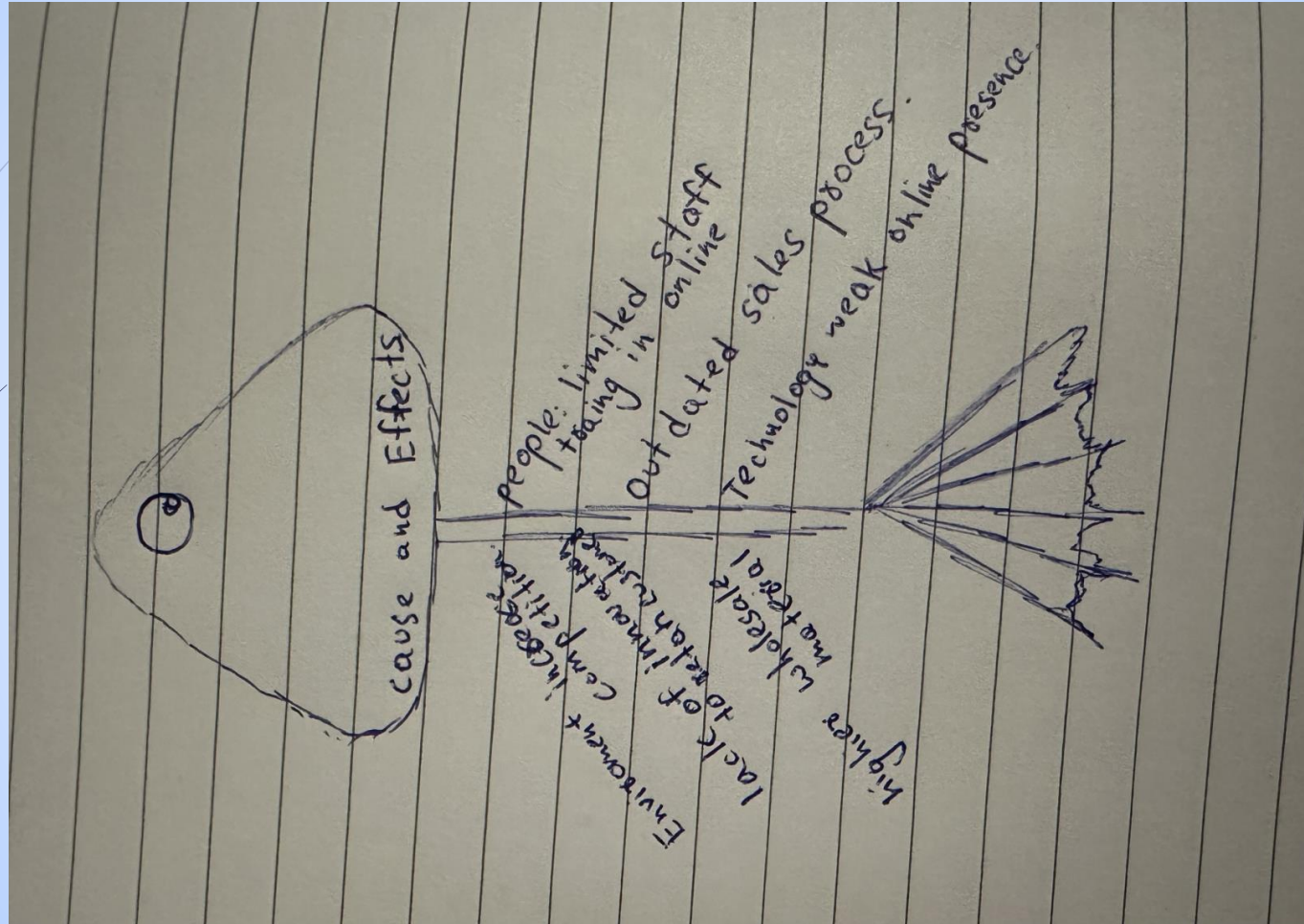
- Must comply with health and safety standards for handling plants and chemicals.
- GDPR compliance for managing customer data in online sales and marketing.



- **Environmental:**

- Sustainability pressures: preference for locally grown, pesticide-free flowers.
- Need to reduce waste and adopt eco-friendly packaging to attract environmentally conscious buyers.

Cause and effect analysis: Fishbone diagram



Conclusion

*Sales at Green Haven Florists have significantly decreased as a result of both internal and external reasons.

- The PESTLE study identifies technical lag and fierce rivalry as the main problems.
- Recovering market position can be aided by using digital marketing, increasing online sales, and encouraging eco-friendly behaviours.
- To guarantee long-term progress, staff training and ongoing observation will be crucial.

References

Calculator Ultra (2025) Drop in Sales Calculator & Formula. Available at: <https://calculatorultra.com/en/tool/drop-in-sales-calculator.html> (Accessed: 6 October 2025).

Small Business UK (2024) How local retailers can compete with online giants. Available at: <https://smallbusiness.co.uk/> (Accessed: 3 October 2025).

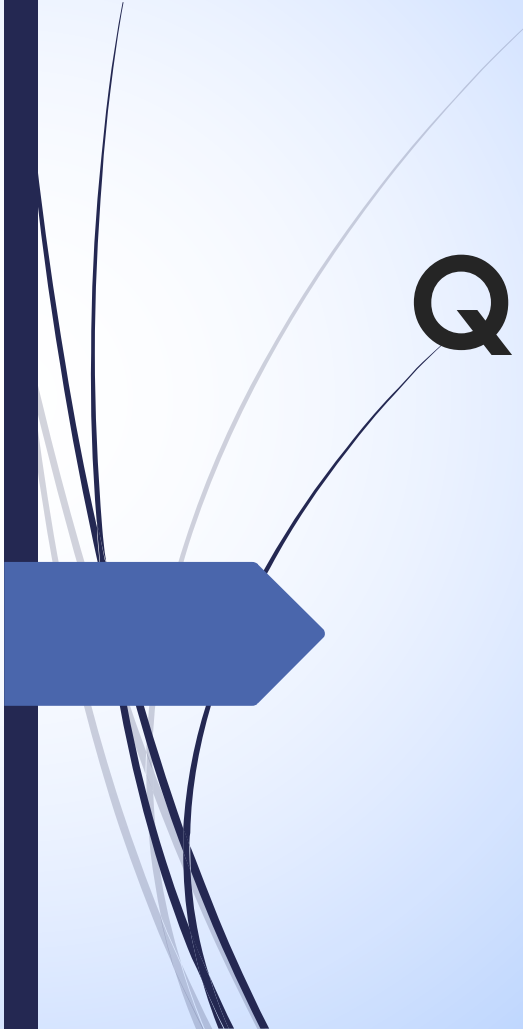
GOV.UK (2024) Import regulations and sustainability guidance for florists. Available at: <https://www.gov.uk/guidance/importing-plants-and-flowers> (Accessed: 5 October 2025).

Statista (2024) UK flower industry trends and consumer behaviour report. Available at: <https://www.statista.com/> (Accessed: 4 October 2025).

British Florist Association (2025) Best practices for sustainable floristry. Available at: <https://www.britishfloristassociation.org/> (Accessed: 6 October 2025).

A stylized, cursive graphic of the words "Thank You" in a vibrant teal color. The text is surrounded by small, light blue dots and star-like shapes, giving it a celebratory or appreciative feel. The graphic is set against a white background within a square frame.

Thank You

A decorative graphic element consisting of a dark blue arrow pointing right, with several thin, curved lines in shades of blue and grey trailing behind it from the left side.

Questions