

Module Title: Problem Solving and Decision Making

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Introduction

This report examines the challenges faced by Green Haven Florists, particularly declining revenues caused by limited digital marketing and online presence. It evaluates two alternative solutions using the PMI (Plus, Minus, Interesting) decision-making tool to determine the most effective approach. Key terms include digital marketing (strategies to promote products online), product diversification (expanding the variety of flowers produced), and operational efficiency (effectiveness in arranging flowers and managing customer service). The report aims to recommend a solution that improves online visibility, customer engagement, and revenue while maintaining the florist's reputation and bespoke service quality.

Brief Explanation of the Specific Business Problem

Green Haven Florists has experienced declining revenues due to low online visibility and weak digital marketing. The florists is well-known in the community for high-quality, bespoke flower arrangements and excellent customer service, but its reach is mostly in-store. Key contributing factors include No social media marketing strategy, reducing engagement with potential customer,website not optimized for online orders, limiting digital sales,low online engagement and visibility, restricting customer acquisition,dependence on traditional in-store sales, limiting growth opportunities.Despite strong community reputation, the florists risks losing revenue and market share without addressing these issues. Improving digital marketing and exploring product diversification are critical to strengthen revenue streams, expand customer base, and maintain operational efficiency while preserving quality and bespoke service.

Suggested Two Alternative Solutions

Solution A: Enhance Digital Marketing

Green Haven Florists can improve online presence through social media, website optimization, and promoting eco-friendly practices. This approach leverages community reputation and service quality while expanding digital reach.

PMI Analysis:

Plus	Minus	Interesting
*Strong community	*Costs of online	*Existing website
*Well known for high quality	*Staff training required	*Eco-friendly practices may
*Good customer	*Results may take	
*Bespoke		

Justification:

Enhancing digital marketing directly addresses declining revenue by increasing visibility, online engagement, and sales. It targets the weaknesses identified in the Pestle analysis and supports sustainable growth.

Solution B:Produce Imported Seedlings

Green Haven Florists can diversify by producing flowers from imported seedlings. This approach allows the florist to offer a wider variety of flowers, attract new customers, and gain horticultural experience. While it introduces new operational challenges, it supports product diversification and long-term business growth.

PMI Analysis:

Plus::	Minus:	Interesting:
*More flower's varieties with low capital	Mortality rate of seedlings unknown	*Macro experience may lead to innovations
*Potential cost of savings	*Risk of crop failure	*Potential for specialty flowers
*Maintains quality	*Learning new techniques required	
*Wider contacts		

Plus::	Minus:	Interesting:
*More flower's varieties with low capital	Mortality rate of seedlings unknown	*Macro experience may lead to innovations
*Varieties of flowers to choose from		
*Oppurtunity to gain agricultural experience		

Justification:

While this supports product diversification, it does not directly resolve the urgent issue of low digital visibility or declining revenue.

Justification for Selected Solution

After evaluating both alternatives using the PMI analysis, **Solution A:** Enhance Digital Marketing is the most appropriate choice. This solution directly addresses the main business problem of low online visibility and declining revenue, while leveraging the florist's strong community reputation, quality arrangements, and excellent customer service. It is achievable with staff training, cost-effective online campaigns, and measurable through analytics and customer feedback. Although results may take time, the long-term benefits of increased engagement, online sales, and brand awareness outweigh the risks. The weighting favors:

Solution A because it resolves the core issue efficiently, whereas

Solution B, while offering diversification and experience, carries higher uncertainty in terms of mortality rate and operational challenges.

Risk Analysis of the Selected Solution

Implementing enhanced digital marketing may encounter risks such as Initial costs of online campaigns exceeding budget, Initial costs of online campaigns exceeding budget, staff adapting slowly to new digital tools, delayed visible results in sales and engagement.

Criteria used:Financial feasibility: Monitoring budget to avoid overspending.

Operational capability: Staff training and gradual implementation. Timeframe: Allowing sufficient period to see measurable results. By addressing these criteria, Green Haven Florists can minimize risks and ensure the digital marketing strategy effectively increases visibility, engagement, and revenue.

Plan to Implement the Selected Solution

Action	Description	Time Frame	Staff Responsible
1.Implementing enhanced digital marketing	Facebook, and TikTok, with posts planned daily and monitored weekly for engagement.	1st December1-7 2025	The Marketing Coordinator schedule posts and track metrics using analytics tools, oversees online content, analytics, and campaigns.
2.Staff training and gradual implementation.			
	Staff will receive training on digital tools and customer interaction online during the first two weeks to maintain quality service.		
	The Marketing Coordinator will schedule posts and track metrics using analytics tools.		
	Customer feedback collection through questionnaires will be conducted after the first month to evaluate satisfaction and website usability.		

The implementation of enhanced digital marketing at Green Haven Florists will follow a structured plan to ensure effectiveness and efficiency. The first task is website optimization, scheduled for the first week, handled by the Marketing Coordinator, ensuring online ordering is user-friendly and visually appealing. Simultaneously, social media campaigns will be launched across platforms such as Instagram, Facebook, and TikTok, with posts planned daily and monitored weekly for engagement. Staff will receive training on digital tools and customer interaction online during the first two weeks to maintain quality service.

The second phase involves content creation and engagement, including posting images of bespoke arrangements, highlighting eco-friendly practices, and sharing promotions. The Marketing Coordinator will schedule posts and track metrics using analytics tools. Customer feedback collection through questionnaires will be conducted after the first month to evaluate satisfaction and website usability.

Responsibilities are clearly assigned: the Marketing Coordinator oversees online content, analytics, and campaigns; the Store Manager monitors online orders and sales; all staff contribute by observing customer interactions and assisting with feedback collection. The order of tasks ensures that the website is optimized before campaigns begin, training prepares staff for online engagement, and feedback is collected only after sufficient exposure. This sequencing guarantees a smooth implementation that addresses the key business problem, maximizes visibility, and aligns with the KPIs.

Monitoring and evaluation

Means of Measuring Effectiveness of Implementation of Selected Solution

The effectiveness of the digital marketing strategy will be measured using KPIs and SMART objectives. Key KPIs focus on areas where change is expected:

What will be measured?

- Website traffic (number of visitors per week)
- Social media engagement (likes, comments, shares, new followers)
- Online orders (number and value of orders)

Specific	Measurable	Achievable	Relevant	Time-Bound
Launch a new website and run targeted social media campaigns to increase customer reach and awareness.	Track website visitors, engagement metrics, and online order numbers using analytics tools.	Tasks assigned to staff roles (Marketing Coordinator, Store Manager, general staff) are realistic and manageable.	Objectives directly address low visibility and declining revenue.	Weekly and monthly reviews over a six-month period to monitor progress.

Data Collection Methods

Type of Data

- Quantitative: Website traffic, social media metrics, online order counts and sales.
- Qualitative: Customer questionnaires, staff observations, feedback from reviews.

Data Sources

- Website analytics
- Social media insights
- Order system records
- Questionnaire responses
- Staff observation notes

Purpose

To measure the effectiveness of the strategy, identify areas for improvement, and ensure KPIs and SMART objectives are achieved. Quantitative data shows measurable results, while qualitative data provides insight into customer satisfaction and preferences.

Timeline for Data Collection

- Questionnaires: Distributed after one month, collected over 5–7 days; each takes 5–10 minutes; full process: 1–2 weeks.
- Website analytics & social media insights: Monitored weekly.
- Online orders and sales: Reviewed monthly.
- Observations and staff reviews: Conducted daily, summarized weekly.

Total data collection period: 1–2 months, sufficient to measure meaningful changes and adjust the strategy.

total data collection period will last 1–2 months, providing sufficient information to adjust and optimize the digital marketing efforts to increase customer engagement and revenue.

The first key finding is that enhancing digital marketing directly tackles the core problem by increasing website traffic, social media engagement, and online orders.

The second finding is that product diversification through imported seedlings offers opportunities for innovation and expanded flower variety, but carries higher operational risks and uncertainty.

What exactly will be measured?	• The questionnaire will have 10–15 questions, focusing on customer satisfaction, ease of online orders, and feedback on flower arrangements.	Who is going to do it?	What type of data? On what? What's the point?	How long will it take to collect the data?
• Website traffic (number of visitors per week) • Social media engagement (likes, comments)		• The Marketing Coordinator will be responsible for monitoring website analytics and social media engagement.	What type of data? • Quantitative data: Website traffic numbers, social media	• Questionnaires: 1–2 weeks to distribute and collect responses from customers

Third, the use of PMI analysis effectively highlighted the strengths, weaknesses, and interesting possibilities of each solution, providing a structured decision-making approach.

Fourth, KPIs and SMART objectives ensure that the effectiveness of the chosen solution can be measured, with clear responsibilities and timelines assigned to staff.

Finally, structured implementation, including website optimization, staff training, and customer feedback collection, ensures the solution is practical, attainable, and aligned with business growth objectives. Overall, enhancing digital marketing emerges as the most appropriate strategy, balancing risk, feasibility, and long-term benefits while maintaining the florist's reputation for quality and bespoke service.

Conclusion

This report examined the challenges facing Green Haven Florist and evaluated two potential solutions aimed at improving declining revenue linked to low online visibility. The findings show that strengthening digital marketing is the most effective approach, as it directly increases website traffic, social media engagement, and online orders. In contrast, diversifying into imported seedlings offers creative potential but carries higher risks, greater costs, and operational uncertainty.

The PMI analysis helped compare both options clearly, highlighting benefits, limitations, and opportunities. SMART objectives and KPIs ensure progress can be monitored effectively, supported by a structured implementation plan that includes website updates, staff training, and customer feedback collection.

Overall, enhancing digital marketing offers the best balance of feasibility, impact, and long-term benefit. It strengthens customer engagement, improves visibility, and supports sustainable business growth while maintaining the florist's reputation for personalised service and quality products.

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