



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

ASSIGNMENT 2

Problem Solving and Decision Making

Student Name: LORRAINE IGNACIO

Student ID: 2441156

Module Code: LCLM4004

Lecturer: Jaya Gopalkrishnan

Table of Contents

1 Introduction.....	3
2 Description of Experiences.....	3
3 Personal Reflection.....	4
4 Conclusion	5
5 References	6

GREEN HAVEN REPORT

Green Haven Florists is a small flower shop in Norwich that used to be popular because of its personal service, handmade floral designs, and strong eco-friendly values. For several years the shop grew and built a good relationship with the local community. However, during the last twelve months, the business has faced serious difficulties. Sales inside the store fell by 30%, and even though online orders increased a little, they were not enough to cover the loss of customers who stopped visiting the shop. At the same time, two new competitors entered the market: one is a stylish boutique florist with a very strong Instagram presence, and the other is a national chain that offers low prices and wide delivery options. This has created a very competitive environment, and Green Haven Florists is struggling to keep up.

Several factors explain the current situation. The high street where the shop is located became much quieter because many stores around it closed. Many customers who once visited Green Haven now prefer the speed and convenience of online shopping. Another problem is the rising cost of flowers, especially imported ones, and the higher prices of sustainable materials. Because the owners, Liam and Priya, want to keep their eco-friendly approach, the increase in costs has affected them more than expected. Customer feedback also shows that the store has a weak digital presence. The website is old, difficult to use, and does not offer flexible delivery choices or subscription services. Many customers mentioned that the website feels outdated compared to other florists. Additionally, Liam and Priya do not know much about digital marketing, so they depend mainly on word-of-mouth and occasional social media posts.

To better understand the root of the problem, we can use the Fishbone Diagram. This tool shows that the biggest causes are the digital weakness of the business, the strong online competitors, the decrease in foot traffic on the high street, and the rising costs from suppliers. At the same time, a basic PESTLE Analysis shows that economic factors like inflation, social changes such as the popularity of online shopping, and technological expectations for better digital experiences all influence the business in a negative way. These tools highlight that the shop needs to adapt to a modern retail environment, especially in the digital space.

To respond to these challenges, two possible solutions can be considered. The first solution is to improve the digital side of the business. This would include building a new, modern, easy-to-use website, offering online subscriptions, and adding more delivery options such as same-day or next-day delivery. It would also involve becoming more active on social media, posting regularly, showing behind-the-scenes content, and using simple digital advertising. This solution aims to make the shop more attractive to customers who prefer online shopping and to increase visibility in a competitive digital market.

The second solution is to focus on local partnerships and reducing costs. This could include buying more flowers from local growers to avoid high import prices, cooperating with cafés, hotels, and wedding venues, and offering small workshops in

the store. These actions would strengthen the store's presence in the community and help reduce some expenses. It would also support the business's sustainable identity, which is something many customers value.

To compare the two options, the 5W2H tool can be applied. It shows that the digital improvement solution requires more investment and takes more time, but it tackles the biggest weakness of the business: the outdated and inefficient digital presence. The local partnership and cost-reduction solution is cheaper and easier to start, but it does not fully address the main reason why customers are choosing competitors: online convenience. Both solutions could help in different ways, but the first one fits better with current customer expectations.

After evaluating both choices, the most appropriate solution is to invest in digital improvement and online expansion. This decision is supported not only by customer feedback but also by market trends. Today, most customers begin their shopping journey online, even when they plan to buy from a local store. Green Haven Florists is losing customers mainly because its website is outdated and because it does not offer the same level of convenience as other florists. By focusing on digital transformation, the business can reach more customers, increase online sales, and compete on equal terms with online florists and large chains. It can also attract younger customers, who often rely on social media and well-designed websites when choosing where to shop.

Of course, choosing the digital solution also carries some risks. The business may spend more money than expected on building a new website or running online ads. There is also the risk that the website will not work perfectly when it launches or that delivery problems may occur if the shop offers faster shipping without proper support. Another risk is that Liam and Priya might feel overwhelmed by digital tasks due to their limited experience. However, most of these risks can be reduced through careful planning. For example, the shop can start with a basic version of the website and add more features later, or they can take short online courses to learn simple digital marketing skills.

To successfully introduce the digital solution, the business needs a clear plan. First, they should hire a reliable web developer to design a clean, simple website that works well on phones and computers. The site should include online payments, delivery options, and a subscription service. Next, the owners should prepare a basic digital marketing strategy. They could create a simple schedule with weekly Instagram posts, including photos of floral arrangements, stories about sustainable practices, and short videos showing the preparation of bouquets. Launching the new website with a special discount for online customers could attract more visitors and help them discover the new services. During the first few months, the shop should regularly check customer feedback and website statistics to see what can be improved.

To measure whether the solution is working, Green Haven Florists can monitor several indicators. One of them is website traffic, which shows how many people visit the online store. Another important indicator is the number of online orders and how many customers join the subscription service. Social media engagement is also important, including likes, comments, shares, and the number of followers. Customer satisfaction is another factor to consider, and the shop can check this by reading online reviews or

asking customers for feedback. Finally, the owners should compare monthly revenue before and after the digital improvements to see if overall sales are increasing.

In conclusion, Green Haven Florists is facing a difficult moment because of rising costs, reduced foot traffic, strong competition, and especially a weak digital presence. After analysing the situation using the Fishbone Diagram, PESTLE Analysis, and 5W2H, the best solution is to improve the digital side of the business. A modern website, better delivery options, subscription plans, and stronger social media activity can help the shop attract new customers and stay competitive in a changing market. With a clear plan, careful monitoring, and a focus on customer needs, the business has a strong chance of recovering and building a more sustainable future.

References

Chaffey, D. and Ellis-Chadwick, F. (2022) *Digital Marketing*. 8th edn. Harlow: Pearson Education.

Kotler, P., Burton, S., Deans, K., Brown, L. and Armstrong, G. (2022) *Marketing*. 4th edn. Melbourne: Pearson Australia.

Payne, A. and Frow, P. (2021) ‘Developing superior customer experience through customer management’, *Journal of Marketing Management*, 37(11–12), pp. 1028–1050.

Rogerson, M. and Parry, G. (2020) ‘Understanding the challenges of small retailers in the digital economy’, *International Journal of Retail & Distribution Management*, 48(4), pp. 451–467.

Smith, K.T. (2021) ‘Social media marketing and the shift in consumer behaviour’, *Journal of Internet Commerce*, 20(1), pp. 62–80.