

The background of the slide features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes create a dynamic, layered effect on the right side of the slide.

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Assignment 1:
Presentation

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Introduction

- ❑ This presentation will analyze Green Haven Florists' decline through the 5W2H, PESTEL, and Fishbone frameworks, concluding with strategic findings.
- ❑ Founded in 2016 in Norwich by Liam and Priya Patel, Green Haven is a sustainable, independent florist. Despite initial success with a "bespoke" and "eco-friendly" ethos, the business is now struggling with profitability due to shifting consumer habits and rising costs.

Company background

Green Haven Florists

- ❑ Founded in 2016 in Norwich by Liam and Priya Patel
- ❑ Green Haven is a sustainable, independent florist.
- ❑ Despite initial success with a "bespoke" and "eco-friendly" ethos, the business is now struggling with profitability due to shifting consumer habits and rising costs.

Problem: nature and scope

5W2H

Who: Liam and Priya Patel

What: The 30% decline in store sales and fall in Revenue

Where: The problem happened at the main store location in Green Haven Florists, Norwich

When: The problem begin over the last 12month

Why: Stronger online competitor and rising supply costs

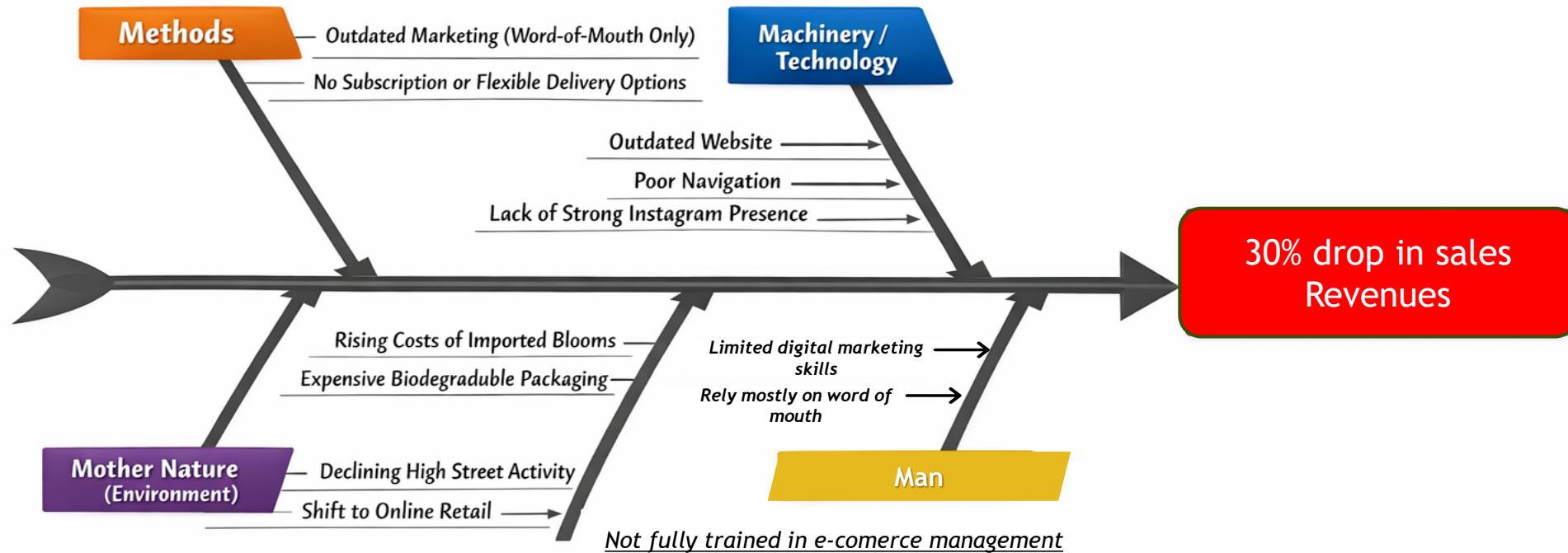
How: Liam and Priya need to recognise other issues

How much: Decline 30% sales in store and increasing operational costs

PESTLE ANALYSIS: Green Haven Florists

- ❑ Political: Potential trade disruptions affecting flower imports from the EU/global markets.
- ❑ Economic: High inflation and supply chain disruptions increasing the cost of goods sold (COGS).
- ❑ Social: Consumer shift toward convenience, same-day delivery, and subscription-based models.
- ❑ Technological: Competitors using Instagram marketing; need for a modern, navigable e-commerce website.
- ❑ Legal: Employment laws and business rates impacting high street operational costs.
- ❑ Environmental: Strong alignment with sustainability; however, the "green" model is becoming more expensive to uphold.

Cause and effect analysis: Fishbone diagram



Conclusion

- ❑ In this presentation, I talked about the problem facing Green Haven Florists and the internal and external causes. I then showed this in a Fishbone diagram.

References

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Questions?