

MODULE NAME: PROBLEM SOLVING AND DECISION MAKING

MODULE CODE: LCLM 4004

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Assignment 1: PRESENTATION

OVERVIEW

Introduction

Company background

Problem : nature and scope

PESTLE ANALYSIS : Green Haven Florists

Cause and effect analysis : Fishbon diagram

Conclusion

References

INTRODUCTION

Adapting to Change: Green Haven Florist Case Study

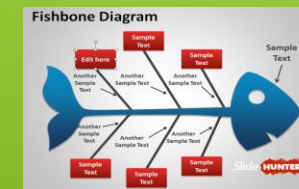
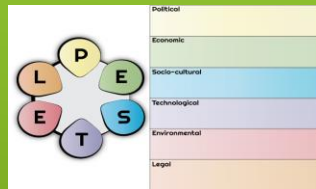
- In this study we will observe "Green Haven Florist", it is the sovereign, independent flower shop, which based in city Norwich, built by family, couples and stands on good reputation, on stability, famous for custom-made floral design and good quality.
- But unfortunately, not long time ago, this business has been facing a significant 30% drop in their store sales of flowers and met increasing pressure from online competitors and flower sellers, rising cost of transportation.

Adapting to change: Green Haven Florist Case Study

- ◀ In this presentation I will investigate all fundamental problems and reasons which caused this fall in sales and will study outside factors which made such performance of investigated flower
- ◀ The main purpose of the research is to give clear vision for helping company "Green Haven" form and adapt their retail and productivity in modern rival environment.

Adapting to change: Green Haven Florist Case Study

- ← I will use famous business tools in analysis like **PESTLE Analysis**, **5W2H**, and **Fishbone Diagram**



- ← It will help us to estimate the situation of that company.

COMPANY BACKGROUND

GREEN HAVEN FLORISTS

- ◀ Company was created and established in early 2016, like family owned business.
- ◀ The founders of this business are couples Priya Patel and Liam Patel In city Norwich, United Kingdom.



Green Haven Florists:

- This business focused in eco-friendly and custom-made, bespoke floral arrangements.
- In their town this shop famous for stable, sustainable and strong community links.
- In recent time, business faced 30% in decreasing sales of flowers.
- Rasing competition, rising cost and lowering profitability also made significant problems.

PROBLEM: NATURE AND SCOPE

5W2H Analysis:

- ◀ What: Significant decrease of 30% in sales and profit
- ◀ Why: Huge online competition and growing costs, old website and absence of online marketing
- ◀ Where: Located in Norwich town, high street

5W2H Analysis

- When: Main problems appeared in last year
- Who: Family of two couples Liam and Priya, many competitors, local and regional customers
- How: Not developed delivery system, tiny digital marketing, rising cost of materials
- How much: Around 30% dropped in sales, also price of import increased

PESTLE ANALYSIS

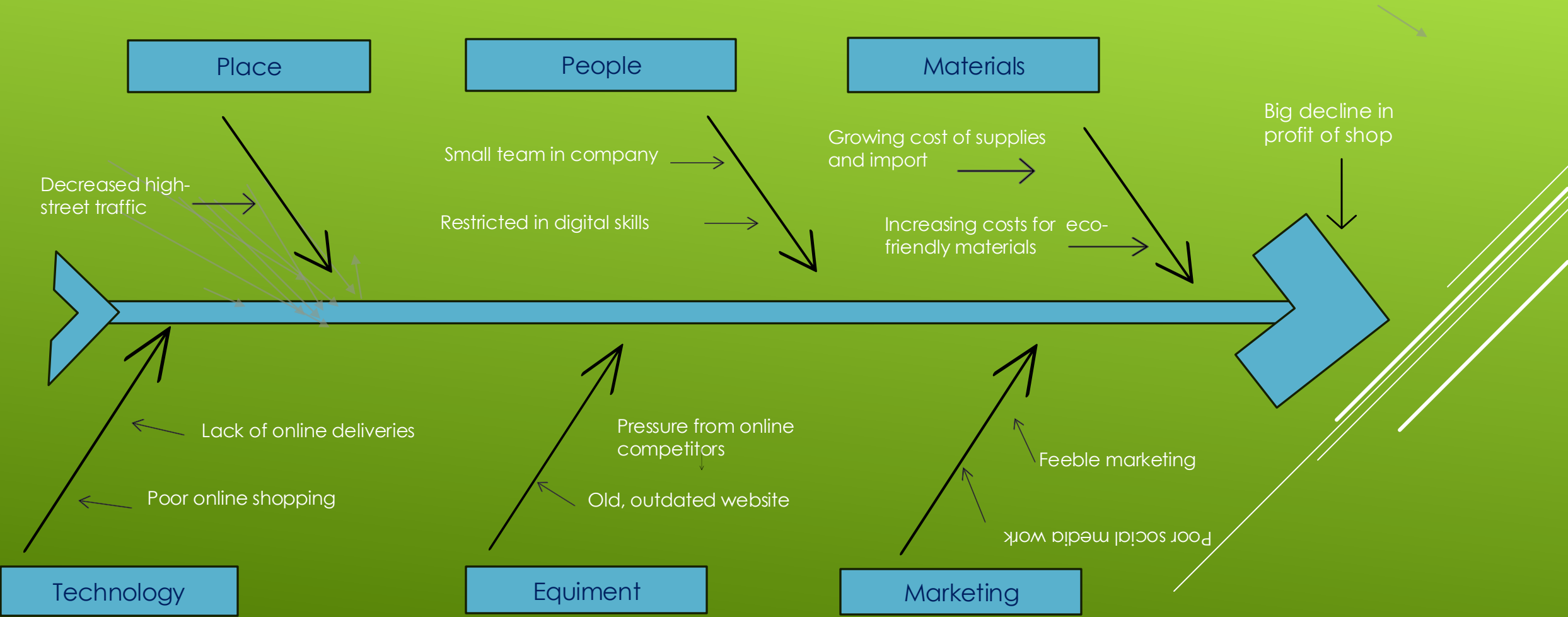
- ← Political: Mostly affected by Afetr-Brexit problems with import.
- ← Economic: Increasing inflation make supply cost higher and decrease profits for company.
- ← Social: Create online selling, develop digital marketing.

PESTLE ANALYSIS

- ◀ Technological: Old and non-functional website and feeble online items.
- ◀ Legal: Wrapping and packing, trading activities rise cost.
- ◀ Enviromental: Eco-friendly operations with other values and additional expenses

CAUSE AND EFFECT ANALYSIS

Fishbone Diagram



CONCLUSION

In the end of presentation i would like to pay attention on root causes like obsolete website, higher cost, feeble marketing, and rivalry.

Opportunities are digital change, online subscriptions and collaborations.

Directions for this shop should be combine sustainability with tech-driven advantages



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https: https://www.cipd.org/globalassets/media/knowledge/knowledge-hub/factsheets/pestle-analysis-factsheet_20221230T092611.pdf. (Accessed: 6 November 2025).
- ◀ BGMC(2024) *Exploring the Fishbone Diagram: Types, Advantages, Drawbacks and Revealing the Six M's of Change*. Available at: <https://bgmcgroup.com/exploring-the-fishbone-diagram-types-advantages-drawbacks-and-revealing-the-six-ms-of-change/>. (Accessed: 6 November 2025).
- ◀ Weitao,L., Xijian,Y., Jirong,L.(2023) "Application of 5W2H Analysis in the Training Management of the "Cantonese Cuisine Master" Project", *Journal of Human Resource Development*, 5(3), pp. 1-7. Available at:
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Available at:https://www.cqm.rs/2015/cd1/pdf/papers/focus_1/006.pdf.
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- ✦ Christodoulou,A., Cullinane,K. (2019), Identifying the Main Opportunity and Challenges from the Implementation of a Port Energy Management System: A SWOT/PESTLE Analysis. Available at: <https://www.mdpi.com/2071-1050/11/21/6046> . (Accessed: 7 November 2025)

A graphic of a white card with a rainbow gradient and the text "THANK YOU". The card is positioned on the left side of the slide. It has a white border and a rainbow gradient background. The text "THANK YOU" is written in a black, sans-serif font, tilted at an angle.

THANK YOU

THE END

QUESTIONS

Decorative white lines on a green background. The lines are of varying lengths and angles, creating a dynamic, abstract pattern in the bottom right corner of the slide.