

Module Title: Problem Solving and Decision Making

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Task 1: Overview of Case-study

Green Haven Florists is a privately owned business, in Norwich, and was founded in 2016; however, in the recent past, it has been registering a drop in its performance despite its long-standing record of customized floral designs and eco-friendly operations. The main problem can be linked to the failure to change in relation to the changing consumer behavior, namely the shift to the digital-first buying patterns. The factors including the old-fashioned site, a lack of active involvement in online marketing, growing costs of operation, and the rise of the competition with an avant-garde boutique florist and a national retail chain should be mentioned as contributory ones. In addition, a drop in the number of people on the high street has negatively impacted the sales in the store. Though the business still has some relevant strengths, including product quality and the willingness to be sustainable, these characteristics are not utilized well via online platforms to recruit and maintain modern customer base.

Task 2: Two Proposed Solutions

Solution A Proposal

The solution that has been proposed is a digital transformation plan that will be used to modernize Green Haven Florists operations and customer interaction processes. It will include the creation of a convenient and mobile-friendly webpage with a better-developed navigation system, more precise product presentation, and additional features like subscription plans and the ability to organize the delivery process. Further, the intent includes a powerful digital marketing element, which suggests a regular social media presence and specific offers that can be made to increase the brand awareness.

The specified root issue is covered with the help of this intervention that will help align the enterprise with the current, digital-focused consumer behavior trends to enhance the level of convenience and accessibility among the end users. Through improvement of the technological interface and promotion outreach the organization would be able to address operational inefficiencies and competitive disadvantages that have become part of the changing retail environment. Green Haven can therefore be placed in a position to capture a

wider range of customers, grow the rate of online sales and promote competitive efficacy in a retailing environment that is typified by fast change.

Solution B Proposal

The "Green Haven Florists: Bloom & Grow Digital Transformation Plan" revitalizes the business through digital upgrades, enhanced customer experiences, and a focus on sustainability. A website overhaul with e-commerce capabilities and a robust digital marketing strategy will combat declining in-store sales and increase online visibility. Loyalty programs, personalized service, and community engagement cater to evolving customer preferences. By emphasizing its unique sustainable practices and local collaborations, Green Haven can differentiate itself from competitors. This comprehensive approach ensures Green Haven adapts to the modern market, attracts new customers, and strengthens its community ties.

Task 3b) Evaluation Results and Justifications

According to the digital transformation analysis conducted based on the Grid/PMI analysis in Appendix 1, Solution A, which is digital transformation, is the most suitable one to offer to Green Haven Florists.

This solution would solve all the main challenges of the falling footfall, low online presence, and shifting consumer behaviour.

The criteria used included those of growth potential of revenue, alignment to market trends, cost viability, competitive advantage, implementation time and brand sustainability, but were weighted based on urgency and impact with revenue growth and market alignment weighted to the highest.

Solution A achieved the highest point, as it extends online sales, provides flexibility of delivery and subscription, increases the competitive edge, and facilitates the long-term development, which is why it is more effective than a solution aimed at changes in the store alone.

Task 4b) Risk Analysis Results and Justifications

According to the risk analysis, which is introduced in Appendix 2, Solution A (digital transformation) is likely to face several risks, such as high implementation costs, lack of skills in personnel, cybersecurity threats, and customer uptake rate that might be lower than anticipated. This was done by weighing the criteria used to evaluate these risks based on their relative importance; the probability and financial impact were

allocated 30 per cent weight each, the operational and strategic impact were allocated 20 per cent weight each. This weighting indicates the assumption that cost overruns or execution failures may be existential threats to the business. Despite those risks, Solution A can be deemed as trustworthy, because it can directly cope with the fundamental issues of dwindling footfall, weak online presence, and changing consumer behavior, thus providing broad, long-term benefits that address the risks which can be tackled.

Task 5b) Justifications for the Implementation Plan

According to the Implementation Plan presented in Appendix 3, the work was planned logically in a progressive order according to which the tasks would be performed in the most logical way: starting with the redesign of the web-site and the creation of the e-commerce platform. This first stage was then integrated with digital marketing interventions, improvements to the delivery system and entire staff training programmes.

The responsibility of each activity was distributed according to the fields of expertise. Liam monitored supplier activities and logistics, Priya was in charge of branding and customer communication approaches, and a digital-savvy consultant operated the technical side. This sequential order ensures that the underlying infrastructure is functional before the implementation of customer-facing projects, which helps to reduce risk and avoid the breakage of operations.

The planned timetable, with specific task distribution is used to strike a balance between operational effectiveness, responsibility, and promptness. As a result, it supports the effective implementation and long-term effectiveness of Solution B.

Task 6b) Justifications for the KPI and SMART Objectives

According to the KPI and SMART Objective table in Appendix 4, the chosen Key Performance Indicator is the monthly increase in online sales since it directly relates

to the effectiveness of the digital transformation in generating income and reaching customer outreach. This KPI is precise, measurable, and relates directly to the main goal of the business turning around the slumping sales. The SMART goals, including growing online orders by 20 % in six months and enhancing web site traffic by 30 % in three months, are specific, measurable, achievable, relevant, and time bound. Based on this, these goals promote efficient tracking of progress, accountability, and prompt changes to optimise the overall business performance.

Task 7) Key Findings

Green Haven Florists has suffered a 30 percent drop in in-store sales that can be attributed to reduced high-street traffic and the growing desire to use e-commerce. Another limiting factor of the business is the presence of a poor online presence, through the old-fashioned web site and the lack of marketing potential, all of which hinder the developmental opportunities. The increasing operational costs such as the imported floral consignment that is both expensive and the sustainable material acquisition have also weakened the profitability margins. In addition, the increased level of competitive pressure caused by a niche boutique florist and a national chain has led to market challenges. Therefore, the implementation of digital transformation projects has been recognised as the most effective solution, which can help increase online sales, strengthen the competitive position, and become sustainable in the long-term in the changing retail environment.

Reference List

- University of Wales Trinity Saint David (2026) Title of case study. Problem Solving and Decision Making.
- Policy, Gender Mainstreaming (2017) Implementation plan. June.
- Peterson, E.T. (2006) The big book of key performance indicators. Web Analytics Demystified
- Wang, F. (2026) Week 8 – Risk Analysis and Action Planning. Problem Solving and Decision Making. University of Wales Trinity Saint Dvid.

Appendices

Appendix 1 – Task 3a

Grid Analysis Table

Factors to consider	Financial cost	Implementation Ease	Customer Reach	Competitiveness	Total
Weighting	3	2	5	4	14
1-Digital Modernisation and Subscriptions	3 (9)	4 (8)	5 (25)	5 (20)	62
2-Increasing Local in-store Events	4 (12)	3 (6)	2 (10)	3 (12)	40
3-Price reduction strategy	1 (3)	5 (10)	3 (15)	2 (8)	36

Appendix 2 – Task 4a

Risk Analysis Table

	What could cause a risk?	What is the likelihood of the risk occurring? (1 – 5)	What is the impact of this risk? (1 – 5)	Risk Factor = Likelihood X Impact	What can you do to reduce this risk from happening?	If it happens – what can you do to minimise the impact?
1	Supply Chain Disruption / Inflation (Rising cost of orchids, tulips, and eco-materials)	4	5	20	Source more seasonal, local UK blooms to reduce reliance on expensive imports	Increase bouquet prices slightly or offer smaller eco-bundles to maintain margins
2	Intense Local and National Competition (National chains with discount and the new Instagram boutique)	5	4	20	Invest in digital marketing and a website overhaul to match the Instagram presence of rivals	Use a loyalty program or subscription model to lock in existing customers
3	Declining High Street Foot	5	3	15	Pivot the business model to be	Host in-store workshops or community

	Traffic (Closure of nearby business and shift to online shopping)				online first with flexible delivery options	events to make the shop a destination worth visiting
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Appendix 3 – Task 5a

Implementation Plan

Name the problem you are solving:

Name the solution you are implementing:

	Task	WHAT	WHEN	WHO	Done
1	Website Overhaul	Redesign the website to be mobile-friendly with an easy booking system and same day delivery options	Month 1	Web developer and Priya	
2	Digital Marketing Launch	Create a professional Instagram and Facebook presence showcasing eco-friendly arrangements and community ties	Month 1-2	Liam and social media freelance	
3	Subscription Service lunch	Desing and launch weekly/monthly eco-Bloom subscription packages for local	Month 2	Priya	

		residents and corporate clients			
4	Supply Chain Review	Renegotiate whit local growers to increase the ratio of seasonal UK blooms, reducing costs of imported orchids/tulips	Month 3	Liam	

Appendix 4 – Task 6a

The Key Performance Indicator is: Percentage increase in total a revenue, specially driven by online and subscription sales.

Specific	Measurable	Attainable	Relevant	Time-Bound
Increase total revenue by modernizing the website and launching an eco-bloom subscription service to regain lost foot traffic	Targe a 15% increase in total monthly revenue and 20% growth in online customer acquisition	Attainable by shifting marketing focus to social media and using existing eco-friendly stock for recurring subscriptions	Directly addresses the 30% decline in sales and the need to compete with national online flower retailers	To be achieved within 6 months of the new website and subscription launch