



Strategic Analysis of Green Haven Florists' Business Challenges

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1. Introduction

Independent florist
promoting sustainable
floral practices

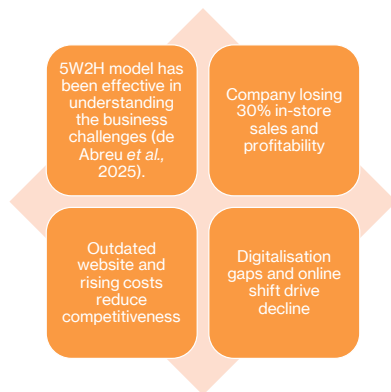
Serving eco-conscious
local and corporate
clients

Analysed through
5W2H, PESTEL,
Fishbone



Green Haven Florists is an independent store in Norwich that is owned by Liam and Priya Patel and is known to have custom-designed and crafted floral decorations and a firm commitment to sustainability. The company serves individual and business customers who appreciate eco-friendly lifestyles and service to the person. This presentation will seek to analyse the recent business decline based on three instruments of analysis, namely, 5W2H, PESTEL, and Cause-and-Effects (Fishbone).

2. Identifying and Explaining the Problem Using the 5W2H Method



The 5W2H method helps to clearly define the nature and scope of current business challenges (de Abreu et al., 2025).

What: The company is losing 30% of its in-store sales and profitability, has an outdated website, and its costs are increasing, as well as its competitiveness.

Why: The reasons behind the decline include the acceleration towards online retailing of flowers, slowed high street activity of the local high streets, new entrants into the market with greater strength, and a lack of digitalisation.

Where: The store is found on Norwich High Street, which used to be a popular shopping street, but is experiencing a decline in traffic.

When: The decline has been experienced during the last 12 months, especially after the post-COVID alterations in consumer buying behaviour.

Who: The owners, Liam and Priya Patel, employees, local customers and suppliers are some of the important stakeholders.

How: The poor digital marketing, limited delivery, and the high price of sustainable sourcing have undermined operations.

How much: Sales has declined by 30% and the cost of operations has increased because of imported flowers and environmentally friendly packaging material. The problems are linked to one another, as digital inefficiencies have restricted customer access, operational expenses have decreased profits, and strategic

apathy has diminished competitiveness.

Problem Statement:

Green Haven Florists faces declining sales and profitability due to changing consumer behaviours, digital inefficiencies, and external economic pressures.



3. External Factors Impacting the Business using PESTEL Analysis

- Inflation and low incomes reduced floral demand (Commonslibrary, 2025).
- Consumers prefer convenient online purchases and delivery (Reinartz et al., 2019).
- Sustainable materials affected by seasonal weather conditions (Thr  n et al., 2024).

The PESTEL framework helps analyse the external environmental factors influencing business performance and competitive position (Kimani and Ogutu, 2017).

Political: The introduction of trade barriers and delays in customs, related to Brexit, have had a severe effect on imports of fresh flowers and especially high-quality ones like tulips and orchids. Such interruptions raise the sourcing expenses and decrease the predictability of supply, which strains pricing and profit margins.

Economic: The cost-of-living crisis in the UK and inflation have decreased the disposable income of consumers (Commonslibrary, 2025). Since flowers are said to be a luxury and not a necessity, their demand has dropped. The greater utility and material expenses have augmented the operating expenses of the shop, making it difficult to keep the prices affordable while generating profits.

Social: The behaviour of the consumer has moved towards convenience as people tend to purchase their flowers online through the services of big retailers that cater to large volumes and guarantee delivery within the day. An increasing environmental awareness is present, and it complies with the principles of sustainable ethics at Green Haven. Price-restricted consumers can still choose more affordable, less sustainable options, posing a dilemma between moral and

inexpensive appeal.

Technological: The digital transformation that has been witnessed so fast in the retail industry has disfavored Green Haven (Reinartz *et al.*, 2019). The competitors use developed e-commerce services, focused social media ads, and AI-based logistics to enhance efficiency and customer experience. On the contrary, the old-fashioned site of Green Haven and poor online marketing do not allow increasing the visibility and sales.

Environmental: Sustainability is more appreciated, and this aspect justifies the environmental friendliness of the company. Domestic and biodegradable materials are more costly and seasonal weather conditions may influence the supply and quality of flowers (Thrän *et al.*, 2024). This heightens the level of operational risk.

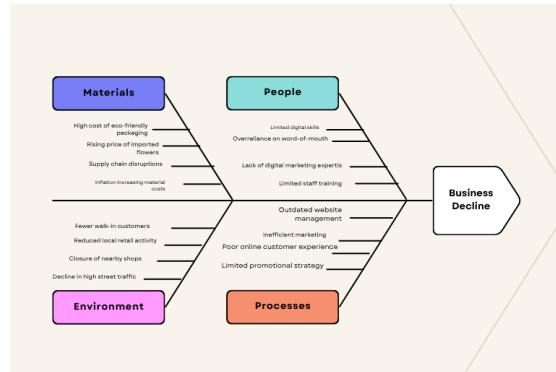
Legal: Administrative and financial costs are augmented by the necessity to comply with UK environmental packaging regulations and GDPR. The store should uphold the data management transparency and sustainable sourcing strategies to prevent fines and to guarantee trust.

The economic and technological pressure risks are the most vital ones, and sustainability trends provide the main differentiation opportunity. In order to keep pace with the competition, Green Haven Florists should put the focus on digital innovation, enhance the online interactions, and carry out the strategies that can ensure the costs are kept at a minimal level without a decline in ethical principles.

4. Cause-and-Effect (Fishbone) Analysis

Owners lack digital marketing and technical expertise

Outdated processes hinder online engagement and growth



The Cause-and-Effect (Fishbone) analysis helps identify the root causes of business decline across key operational dimensions (Sakdiyah *et al.*, 2022).

People: The owners, Liam and Priya, are highly creative and have low digital skills. This is due to their use of word-of-mouth promotion, thereby limiting their market reach and brand awareness. This digital illiteracy does not allow them to venture into online platforms and engage the younger generations of consumers who do most of their shopping online using social media.

Processes: The websites and their management are both inefficient and old-fashioned, resulting in the inefficiency of the customer experience of the website and poor engagement rates. In the absence of effective analytics and online tools, the business will not be able to track customer behaviour or effectively respond to the changes in the market.

Materials: The company depends on the ecologically conscious wrappings and imported flowers that have become extremely costly due to inflation and supply chain issues. These increasing material costs cut down the general profit margins such that the owners have a hard time still setting competitive prices, even as they are able to keep up the quality of their products.

Environment: There is a high street activity reduction, and also a reduction in the stores surrounding the high street, hence leading to a drastic reduction in the

foot traffic and impulse buying. The loss of visibility as a result of nearby closures has also isolated the business; this has curtailed chances of drawing up new impulse buyers or walk-in customers.

5. Synthesis and Transition to Strategy



Internal inefficiencies
weaken market
competitiveness



Digital modernisation
ensures long-term success



Strategy focuses on
innovation and efficiency

This review has pointed out that the internal and external market forces are threatening to put Green Haven Florists out of business because of the internal inefficiencies. This is because the keys to success lie in digital modernisation, customer-centric innovation and cost efficacy. These lessons will be recommended for strategic recommendations so as to trigger a long-term recovery.



6. Conclusion

Digital disconnects
undermine the
sustainability of
business.

Strategic change
required
competitiveness.

The fall of Green Haven Florists can be attributed to the inability to use digital, increased budget, and changing consumer habits. The 5W2H, PESTEL, and cause-and-effect analyses offer the knowledge that indicates the need for transformation. It is now needed that the business repositions itself become sustainable with technology-driven development and re-emerging competitiveness.

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