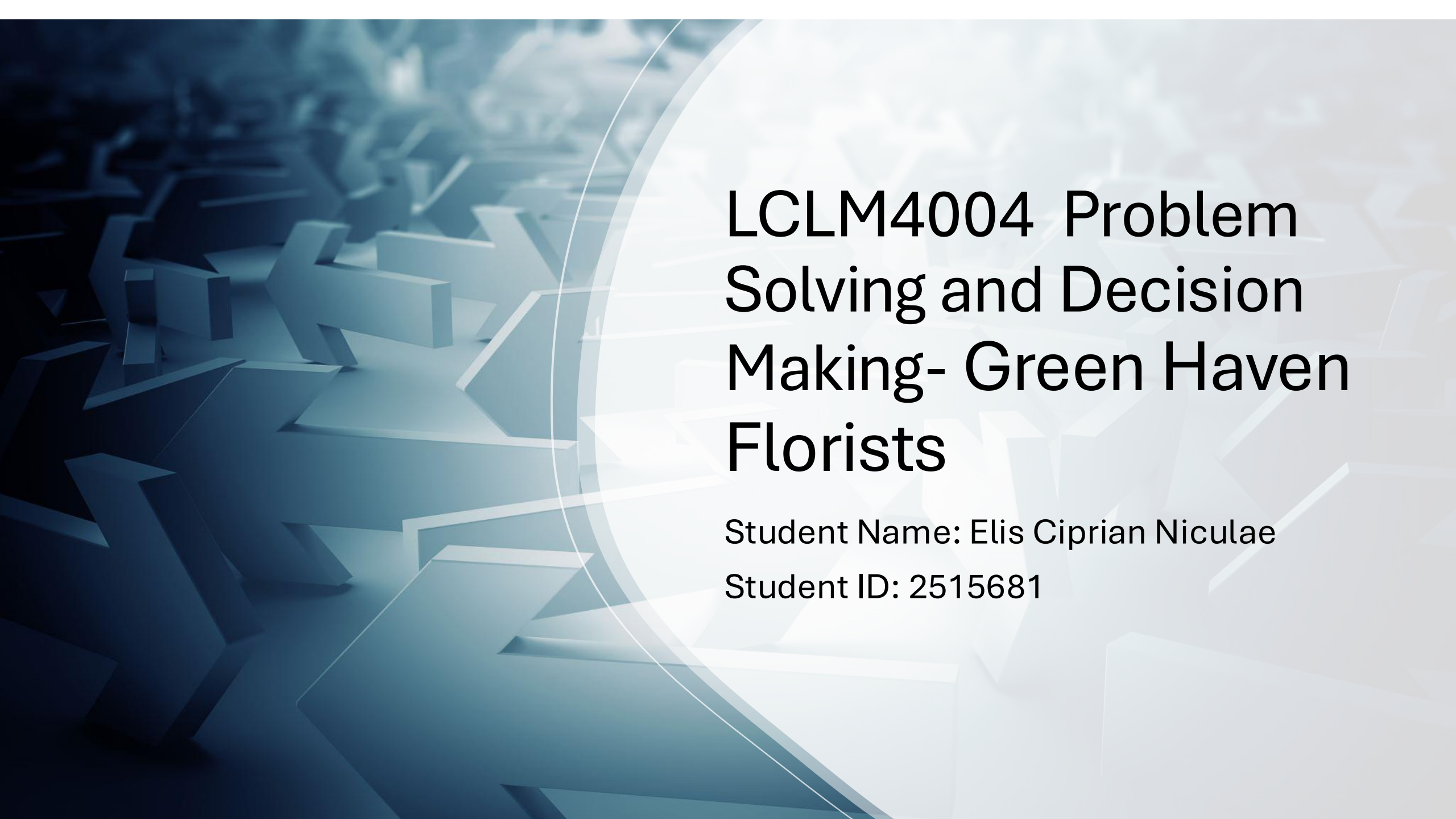




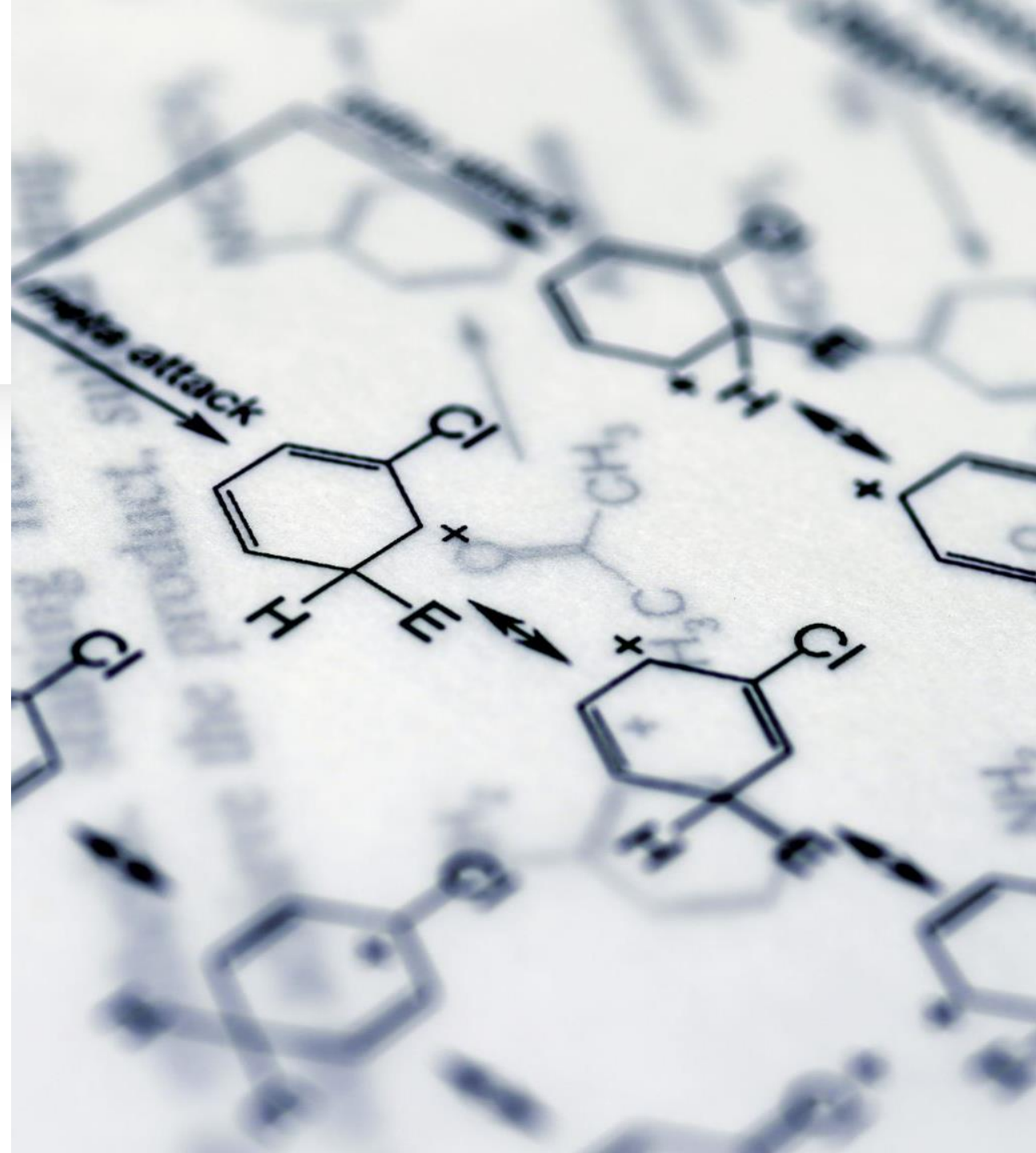
LCLM4004 Problem Solving and Decision Making- Green Haven Florists

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Introduction

- Green Haven Florists, Norwich, founded 2016 by Liam and Priya Patel
- In-store sales fell 30% in the past 12 months
- Three tools applied: 5W2H model, PESTEL analysis, Fishbone Diagram
- Structured tools reduce decision-making time and clarify root causes (Luo, Hong and Zhong, 2024)
- External environment analysis is a precondition for sound strategy (Rashid, 2023)



Company background

- Specialises in bespoke arrangements, biodegradable packaging, and locally sourced flowers
- Serves walk-in, corporate, and wedding clients
- Online orders have increased slightly but do not offset lost foot traffic
- Supply chain disruptions raised costs of imported orchids and tulips
- Two new competitors entered the Norwich market: a boutique florist and a national chain



5W2H MODEL

- The 5W2H model answers seven structured questions to fully define a problem (Luo, Hong and Zhong, 2024)
- Who and what: Liam and Priya face a 30% revenue decline at their Norwich shop
- Where and when: high street location, ongoing for 12 months
- Why: customers prefer cheaper online retailers with same-day delivery options
- How much: revenue gap plus rising costs demands urgent digital and pricing intervention (Elizabeth School of London, 2025)





PESTLE ANALYSIS: Green Haven Florists

- PESTEL examines six external macro-factors affecting an organisation's operating environment (Rashid, 2023)
- Political: UK business rates policy and post-Brexit import tariffs on flowers
- Economic: cost of living rise reduces consumer spending on non-essential goods
- Social: growing preference for online purchasing and home delivery
- Changing sustainability expectations create both cost pressure and brand opportunity (Rahman et al., 2025)

PESTLE ANALYSIS: Green Haven Florists

Green Haven lacks a functional website and e-commerce platform (Wang and Ho, 2023)

Smaller retailers face structural technology disadvantages against digital competitors

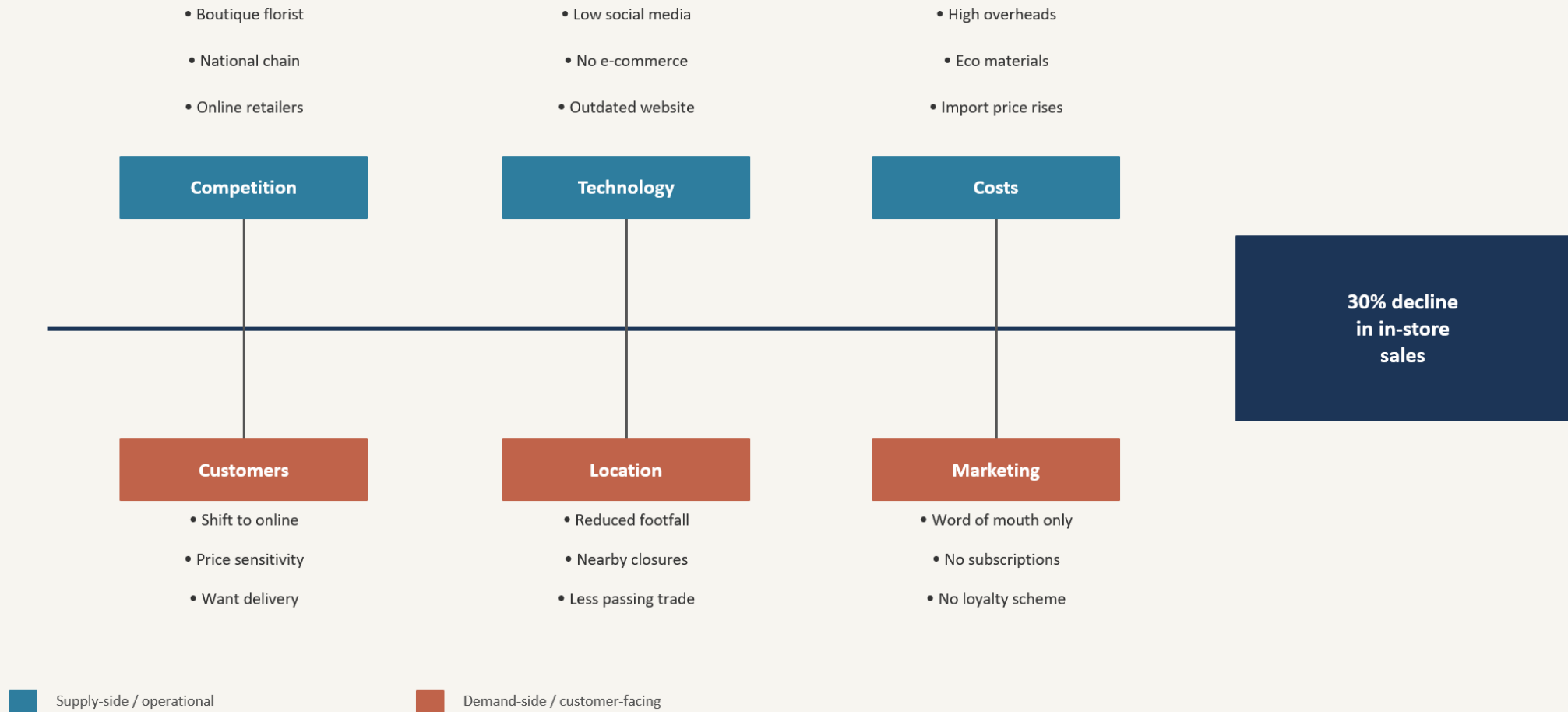
Legal: GDPR compliance, consumer protection law, and employment regulations apply

Environmental: sustainable packaging aligns with brand values but increases operational cost

Rising eco-sourcing costs strain finances at current revenue levels (Rahman et al., 2025)

Cause and Effect Analysis: Fishbone Diagram

Green Haven Florists — 30% Decline in In-Store Sales





Conclusion

- Green Haven faces a 30% sales drop from competition, rising costs, and weak digital presence
- 5W2H confirmed the problem affects both owners and customers and has intensified over 12 months
- PESTEL identified inflation, technology gaps, and market competition as the top external threats
- The Fishbone Diagram revealed that internal weaknesses match external pressures as equal causes
- Priority actions: build a functional website with e-commerce, grow social media, review pricing

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