



Module Title: Problem Solving and Decision Making

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Assessment: Component 2 Report

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Introduction

“This report focuses on analysing the business challenges faced by green haven florist and explores a range of potential solutions aimed at improving its overall performance. it identifies the key causes of declining sales and provides well-reasoned recommendations for effective growth strategies. The report highlights common business problems, such as reduced revenue and limited market reach, which can prevent organisations from achieving their objectives.it also examines both internal and external factors influencing the business ,evaluates different strategic alternatives ,and justifies the most suitable course of action.in addition, the report includes a detailed implementation plan along with methods for measuring success, ensuring a structured, practical ,and results-driven approach to business improvement.

Brief Explanation of the Specific Business Problem

Green Haven Florist is struggling with declining sales affecting its overall performance and growth. Increased competition from supermarkets and online florist is a major factor. These competitors offer lower prices a wider range of products and convenient delivery options making it tough for smaller businesses like Green Haven to compete. Another issue is the florist limited online presence. In today's digital age many customers prefer online shopping. Without a strong website or active social media, Green Haven Florist cannot reach a wider audience or attract new customers. Furthermore, changing customer preferences mean they now expect personalized arrangements fast delivery and easy ordering which the business might not always be able to deliver.

Economics factors like rising cost of flowers rent and utilities could force the business to raise prices further reducing demand. A lack of effective promotion also means potential customers are not aware of the business. Overall, these combined factors have led to reduced customer demand and declining sales.

Many contemporary florists use online platforms to attract customers because they display their products and offer a convenience. Green Haven Florist can

significantly improve its digital marketing by developing a more effective and well-structured approach to showcasing its products online. For example, many competing florists offer convenient features such as same-day delivery and easy-to-use online browsing options, which help meet modern customer expectations. By investing in digital tools and enhancing its online presence, Green haven florist can reach a much wider audience, particularly younger customers who increasingly prefer the convenience of online shopping. By implementing this improved digital strategy, the business would be better positioned to compete more effectively in an increasingly digital marketplace, while simultaneously increasing customer engagement through more targeted interactions and experiences, ultimately contributing to higher sales performance and long-term growth

PMI analysis

Plus	Minus	Interesting
Efficient marketing	Marketing. campaigns	Advantages via social media
Quality product	Initial Cost for website	
Accurate information		
Increased sales		

This solution is a strong and effective approach, as it will significantly contribute to addressing the core problem by enhancing visibility, drawing in a larger and more engaged customer base, and ultimately driving increased sales, while also laying a solid foundation for sustainable, long-term growth

This solution focuses on enhancing the product range and improving the overall customer experience. Green haven florist can introduce more personalized flower arrangements, seasonal bundles, and add-on gifts such as chocolates or cards.

Providing excellent in store service and offering loyalty schemes can also encourage repeat customers; by understanding customers preferences and trends, the business can better meet expectations and stand out against competitors.

plus	minus	interesting
Increased customer satisfaction.	A higher cost for stocking more variety	Opportunity to create unique customized products that competitors may not offer
Stronger brand loyalty		
Higher repeat purchases	Training staff	

This solution will help resolve the business by making green haven florist more appealing to customers, encouraging them to return and recommend the business to others, ultimately increasing sales and showcasing customized packages also allowing customers to bring their ideas to life.

Risk Analysis of the Selected Solution

Based on the results from your Risk Analysis:

Solution A improving digital marketing and online presence can present risks primarily related to financial cost implementation challenges and uncertain

outcomes. Green Haven Florist already struggles with low visibility and limited market reach so investing in digital platforms is very crucial.

However, this investment could involve substantial upfront costs for website development advertising and staff training. Furthermore, there is a risk that improvement will not be immediate potentially delaying sales growth. While the criteria of budgetary impact the likelihood and operational effect are relevant and align with the business growth strategy and cost management needs as previously discussed the long-term benefits of solution A ultimately outweigh this risk. This makes it a strategic and sustainable choice.

Solution A will be further implemented

Plan to Implement the Selected Solution

Actions	Description	Time Frame	Staff responsible
Staff training	Train staff to manage online system and customer interactions	1-2 weeks	Management Liam Priya
Monitoring and adjustments	Track performance and make improvements where necessary	4-6 months	Management Liam Priya
Website development	Create a professional user-friendly website with an online ordering system	2 months	External web developers
Social media setup	Set up or improve platforms such as Facebook and Instagram to promote products	2 months	Marketing team

Monitoring

Means of Measuring Effectiveness of Implementation of Selected Solution

Based on the KPI and SMART Objective table you have provided:

Solution A effectiveness can be assessed through key performance indicators (KPIs) and smart objectives. These include website traffic, online sales, social media engagement, and conversation rates. These metrics are suitable as they directly reflect digital marketing success and its impact on sales.

SMART objectives provide clear targets like increasing website traffic by 30% in six months or boosting online sales by 20%. These are specific, measurable, achievable, relevant and time-bound enabling precise progress tracking.

Utilizing KPIs and SMART objectives is justified by their ability to offer clear performance data. Regular monitoring allows businesses to pinpoint areas for improvement and make informed decisions. This ensures the solution stays effective and aligned with its goal to increase sales and market reach

Conclusion:

GREEN HAVEN FLORIST declining sales stem from increased competition, a limited presence and shifting customer preferences. Solution A directly tackles these issues. By implementing it effectively, the business can boost its visibility and attract new customers also improving sales. This solution offers a sustainable strategy for long-term growth and success. GREEN HAVEN FLORIST analysis revealed several key issues. Firstly, declining sales stem from fierce competition from supermarkets and online florist offering lower prices and greater convenience. Secondly, a weak online presence severely restricts customers' attractions' especially with the shift towards online shopping.

Thirdly, changing customer preferences like personalised products and faster deliveries are not met leading to reduced satisfaction. Improving digital marketing and online presence (Solution A) appeared as the most effective approach, directly tackling low visibility and expanding market reach. Finally, the implementation plan and risk analysis show's financial and operational risk are manageable. Using KPIs and SMART objectives ensures performance is measurable and improves over time. Overall, these findings underscore the necessity of a digital strategy for business growth and long-term success



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The Key Performance Indicator is:

Specific	Measurable	Attainable	Relevant	Time-Bound
Questionnaire Observation Reviews	How many Qs? Which days? How long?	Who is going to do it? Is it attainable?	What type of data? On what? What's the point?	How long will it take to collect the data?