

Module Title: Problem Solving and Decision Making

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Introduction

This report is about Green Haven Florists; a small independent flower shop located on Norwich High Street in England. This report will be looking at the business problem that they are facing and suggest possible solutions.

Recently, the business has experienced a drop in in-store sales mainly due to the growing online competition, changes in how customers shop, and the weak digital marketing presence. In today's market businesses need to adapt to online environments to stay competitive (Kotler and Keller, 2016).

This report will explain the main issue affecting the business and suggest two possible solutions. Then the solutions will be compared using a PMI analysis to decide which is the most suitable.

Brief Explanation of the Specific Business Problem

Green Haven Florists is a small independent business set up by Liam and Priya Patel in 2016. The business quickly built a strong reputation for producing high quality floral arrangements and using environmentally friendly packaging. However, the business has recently experienced a 30% decline in in store sales.

There are several reasons for this. Firstly, many customers now prefer shopping online because it is quicker and more convenient, especially for products like flowers. Secondly large online flower retailers offer competitive prices and fast delivery this will make it harder for small businesses to compete.

Lastly their website currently is outdated and does not allow customers to place orders online which limits them to attract customers online. As a result, the business is losing customers who would rather order flowers online than visit the shop in person.

Suggested Two Alternative Solutions

Solution A – Website Redesign with Online Ordering

One possible solution is to redesign the business website and introduce an online ordering system. A modern mobile friendly website that can allow customers to easily browse products placed orders and arrange delivery from anywhere. This would make the business much more convenient for customers and help it reach a wider audience beyond those who walk past the shop.

The new website could also include useful features such as delivery options secure payment methods and image galleries to showcase the floral arrangements. Research suggests that having a strong digital presence can improve competitiveness and make businesses more successful to customers (Chaffey and Ellis Chadwick, 2019).

Solution B - Flower Subscription Service

Another solution is to introduce a flower subscription service. Customers could sign up to receive flowers regularly, such as weekly or monthly. Subscription services are becoming more popular because they offer convenience for customers and provide businesses with a steady and predictable income.

This idea could appeal to both individual households and businesses that need regular floral displays such as offices or event spaces. It could also be marketed as an eco-friendly option which fits well with the Green Havens existing brand image.

However, the PMI analysis suggests that while this option provides consistent income it may not attract as many customers as an online ordering system not everyone needs flowers regularly so some customers may be unwilling to commit to a subscription.

PMI ANALYSIS:

Solution	Plus (+)	Minus (-)	Interesting (?)
Website redesign with online ordering	Customers can order flowers online easily more people can buy from the shop	Costs money to create the website	Could attract new customers outside the local area
Flower Subscription Service	Regular income from customers builds long term relationships	Not all customers want flowers regularly	Could offer seasonal or eco-friendly flower boxes

Justification for Selected Solution

Based on the PMI analysis, the website redesign with an online ordering system is the best option. This decision was made by considering important factors such as cost, ease of implementation, potential to increase revenue, customer convenience, and long-term growth. These factors are important because they directly affect how well the business can compete in the today's market.

The online audience systems scored higher overall because it can reach a much larger audience and create more sale opportunities. Unlike the subscription service, it allows customers to make one of purchases without committing long term. For this reason, improving the website and adding online ordering is the most effective way to tackle the issue of declining sales.

Risk Analysis of the Selected Solution

A risk analysis was carried out to identify any possible challenges linked to redesigning the website. The two main factors were considered how likely each risk is to happen and how much impact it could have on the business this holds prioritised risk and decide how to manage them.

The main risks include the cost of developing the website, possible technical issues during setup and need to train staff to use the system. Most of these risks are considered low to medium and can be reduced with proper planning for example using affordable website builders or freelance developers can keep close while thorough testing can prevent technical problems.

RISK ANALYSIS: Overall, the risks are manageable and should not prevent the business from moving forward with this solution.

Risk	Likelihood	Impact	Action
Website development cost	Medium	Medium	Use affordable platforms or freelancers
Technical problems	Low	Medium	Test the website before launch
Low customer interest	Medium	Medium	Promote the website with discounts
Limited digital skills	Medium	Low	Provide basic training

Plan to Implement the Selected Solution

An implementation plan has been created to guide the process of launching the new website. The first step is to research different website platforms and choose suitable developer. This is important to ensure the solutions both are reliable and cost effective.

Next, the website will be designed and developed. This includes adding product listings, setting up payment systems, and organising delivery options. This stage is planned early to allow enough time for testing. Testing is essential to make sure everything works properly before the website goes live.

Finally, the new website will be promoted using digital marketing methods such as social media tasks will be shared between the business owners and developers to ensure clear responsibilities. The steps follow a logical order, making sure the system is ready before it is launched and promoted.

IMPLEMENTATION PLAN:

WEEK	TASK	RESPONSIBILITY
Week 1	Choose website platform and developer	Liam
Week 2-3	Design website	Developer
Week 4-5	Add products and payment system	Developer
Week 6	Set up delivery options	Developer
Week 7	Test Website	Liam and Priya
Week 8	Launch and promote	Priya

Implementation Plan Justification: The plan follows a clear order from research to launch. Testing is included to avoid problems. Responsibilities are shared to ensure tasks are completed properly.

Means of Measuring Effectiveness of Implementation of Selected Solution

The success after solution would be measured using a key performance indicator (**KPI**) and **SMART** objectives. The main KPI is an increase in online flower orders that after the website launch. This was chosen because it clearly shows whether the new system is attracting customers.

The Key Performance Indicator:



Specific	Measurable	Attainable	Relevant	Time-Bound
Increase the number of online orders	achieve a 25% increase in online sales	new website makes ordering easier	helped recover declining store sales	within six months of launch

KPI Explanation: The Key Performance Indicator (KPI) is to increase online flower orders by 25% within six months. SMART objectives ensure the target is clear and realistic. The business will use website analytics and order tracking to monitor progress. These measures will help the owners understand whether the new website is improving sales and recovering the decline in in-store purchases.

Conclusion: Key Findings

- The business is losing customers due to online competition and changing habits
- Two solutions were suggested: website improvement and subscription service
- The website solution is the best option
- It helps reach more customers and increase sales
- Risks are manageable with planning
- The plan and KPI will help track success

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