
Individual Presentation

Green Haven Florists



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Introduction

- **Overview of Green Haven Florists** — independent florist founded in 2016, known for bespoke arrangements and eco-friendly ethos
- **Current challenge:** 30 % decline in in-store sales, increased cost pressures and digital competitiveness
- **Purpose of today:** analyse the problem using the 5W2H model, evaluate external factors via PESTEL, and identify root causes with a cause-and-effect diagram
- **Outcome:** key insights to support strategic decision-making for sustainable growth





Part 1: Identifying the Problem (5W2H)

5Ws:

Question	Answer
What?	A ~30% decline in in-store sales over the last year, online orders have only increased slightly and do not compensate, while operational costs (imported flowers and sustainable packaging) have risen.
Why?	Consumer behaviour has shifted toward online purchasing; large online flower retailers offer lower prices and more convenient delivery; the shop's website is outdated and digital marketing is weak, limiting reach and competitiveness.
Where?	The business operates from a high street in Norwich that has experienced reduced foot-traffic due to nearby business closures and a broader shift toward online shopping.
When?	The decline has occurred over the past 12 months; competitor entry and cost pressures are recent developments.
Who?	Owners Liam & Priya Patel; their staff and long-term customers; new local competitors (a trendy boutique florist, a national chain) are also part of the dynamic.



2Hs:

How?

Through fewer in-store visits, weaker digital presence, fewer subscriptions/flexible delivery options, customers shifting to online, and rising costs eating margins.

How much?

A 30% drop in in-store sales is the headline figure; exact cost increases for imported blooms and sustainable materials are not specified, but the scale is large enough to threaten profitability and sustainability.





Part 2: External Factors – PESTEL Analysis

PESTEL Analysis – Political · Economic · Social

Political

- **Post-Brexit trade costs:** UK still relies on large imports of cut flowers — in 2024 the UK imported approx. £635 million of cut flowers (OEC, 2023).
- **High street retail facing business-rate** pressures and local high-street weakening (business closures reduce foot-traffic).
- Government focus on sustainability & imports may increase regulation or cost for sustainable packaging.

Economic

- Retail sales of flowers & plants in the UK are estimated at £2.5 billion (National Florist Day, 2021).
- The UK florist's industry size declined at a CAGR of approx. -8.1% between 2018 and 2023, to about £1.2 billion in 2023.
- **Imported flowers cost pressures:** UK imports fell from £869.1 m in 2022 to £761.8 m in 2024 but still very large scale (FloralDaily, 2024).

Social

- **Consumer shift:** Increase in online buying – the online flower-retail segment in the UK grew at a CAGR of ~11.9% over five years through 2023-24 to approx. £499.8 million (Research and Markets, 2022).
 - **Outlet breakdown:** In the UK cut-flower market, supermarkets account for ~56% of outlets, florists ~23%.
 - Sustainability and eco-packaging increasingly valued among consumers, but also costlier.
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PESTEL Analysis – Technological • Environmental • Legal

Technological

- Online flower-delivery market in the UK is estimated at around USD 561.2 million ($\approx$ £440 m) in 2024, and projected to grow to USD 776.4 million by 2030 ($\sim$ £610 m) at a CAGR of 5.7% (Grand View Research, 2025).
- Globally, online flower delivery services valued at USD 8.21 billion in 2025 and expected to reach USD 14.85 billion by 2035 (CAGR $\sim$ 6.8%) (Buisness Research Insights, 2025).
- For high-street independent florists: limited e-commerce, mobile optimisation and social media result in competitive disadvantage.

Environmental

- The UK imported approx. £761.8 million worth of cut flowers in 2024; domestic production is rising (£179 million in 2024) but still small scale (Laville, 2024).
- Eco-friendly packaging and locally-sourced blooms are part of Green Haven's promise — but this raises cost base while being a differentiator.

Legal

- Packaging waste directive and regulations around biodegradable wrap, disposal, and environmental standards increase cost and complexity for businesses in the floral sector.
 - Consumer protection, trading standards and delivery obligations (especially for perishable items) require compliance which adds operational overhead.
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Part 3: Cause-and- Effect Analysis



Cause-and-Effect Analysis

Effect (Problem Statement): 30% decline in in-store sales and margin compression for Green Haven Florists

Major Cause Category	Example Causes
Marketing / Digital Presence	Outdated website; weak social-media strategy; no subscription/delivery service
Operations / Cost Structure	Rising cost of imported blooms & sustainable packaging; supply-chain disruption; high-street foot-traffic decline
Competition	Entry of a boutique florist with strong Instagram presence; a national chain with aggressive pricing & wide delivery reach
Customer Behaviour / Delivery Models	Customers shifting to online; increasing preference for flexible delivery/subscriptions; convenience over local walk-in
Technology / Systems	Website not mobile-optimised; limited e-commerce/support systems; poor digital analytics
External / Environment / Location	Nearby business closures; reduced high-street activity; overall retail shift to online

Strategy Overview

- To stabilise and recover, Green Haven must invest in digital presence and online capability (e-commerce platform, mobile-friendly site, social media, delivery/subscription options).
- The cost structure must be reviewed — balancing sustainability credentials (which are a strength) with cost control, possibly sourcing local blooms more aggressively, streamlining packaging supply, or re-pricing/synchronising eco-premium positioning.
- The unique value proposition (bespoke arrangements + eco-friendly credentials) must be amplified in marketing to differentiate from price-based chains.
- Developing alternative channels (corporate clients, subscriptions, events) may reduce dependence on high-street walk-in traffic.
- Monitoring and adapting to competitive market and location dynamics (e.g., community partnerships, local marketing, in-store experience) to rebuild local relevance.



Conclusion

- .Green Haven Florists is facing a ~30% drop in in-store sales and margin pressures.
- .Key issues: digital gap, cost squeeze, changing consumer behaviour, heavier competition, and high-street decline.
- .Strategic action needed: invest in online presence, optimise costs while keeping eco-credentials, emphasise unique value, grow new channels, and reconnect with local market.
- .With timely and focused execution, Green Haven can recover, stand out and grow in the evolving retail landscape.



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