

Green Haven Florists – Adapting to Change in a Competitive Market

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- **Module Name: Problem Solving
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Presentation Overview



Overview of Green Haven Florists



Nature and scope of the problem
(5W2H)



External factors (PESTEL)



Cause-and-effect analysis



Key findings



Overview of Green Haven Florists



- FOUNDED IN 2016
IN NORWICH, UK BY
LIAM AND PRIYA
PATEL



- KNOWN FOR
BESPOKE FLORAL
ARRANGEMENTS AND
ECO-FRIENDLY
PACKAGING



- BUILT STRONG
COMMUNITY AND
LOYAL CUSTOMER
BASE

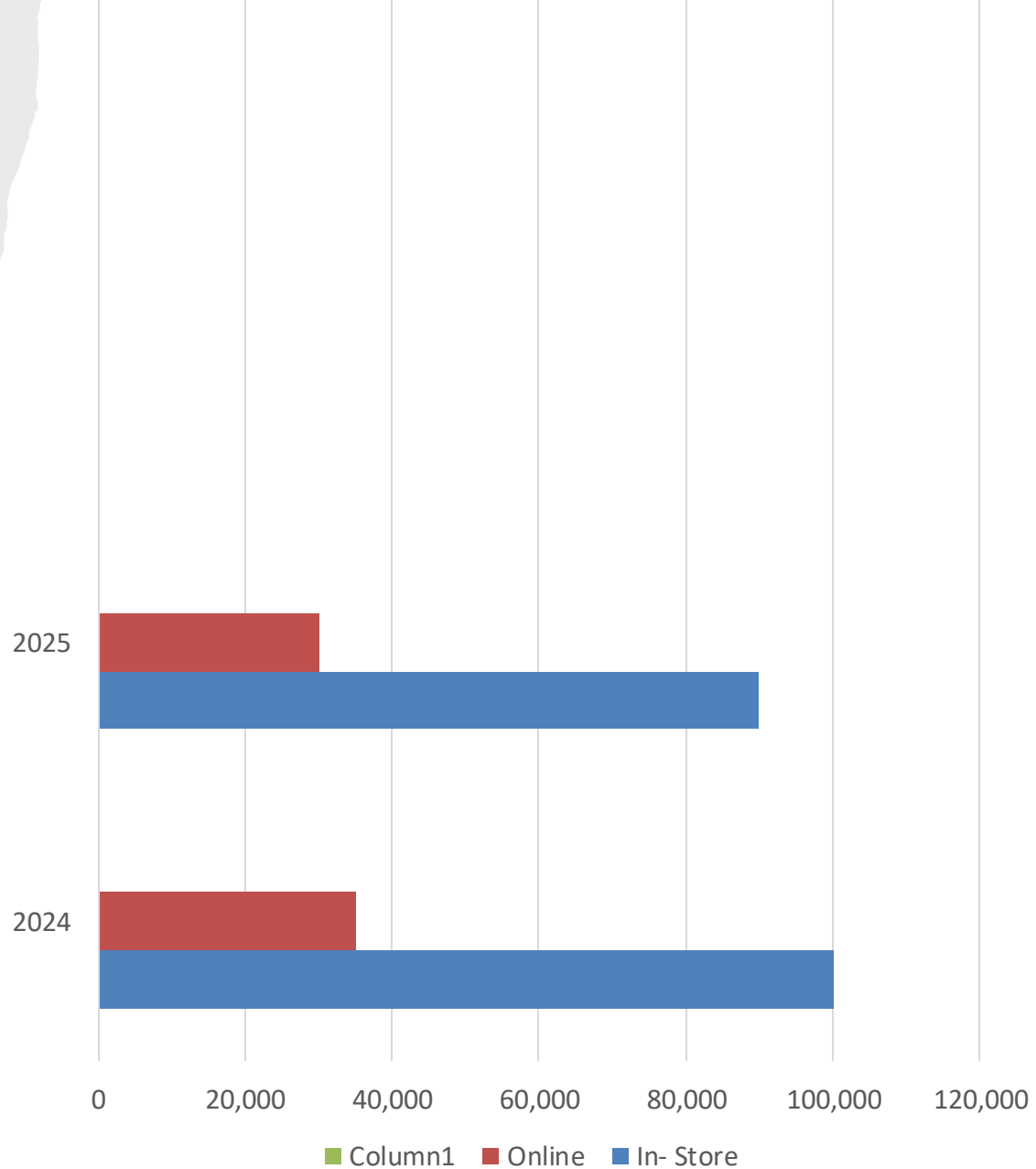


- CURRENTLY FACING
REDUCED FOOT
TRAFFIC AND ONLINE
COMPETITION

**Source: Green Haven Florists Case Study (2025);
ONS (2024)**

Nature and Scope of the Problem

- 30% decline in in-store sales over 12 months
- Rising costs of imported flowers and packaging
- Outdated website and limited digital marketing
- Increased competition from local and national florists
- Internal and external factors influencing profitability



ROOT CAUSE ANALYSIS

Identifying the root problem

What

- Decline in in-store sales 30%

Why

- Rising Cost, Online coemption, poor digital Marketing

Where

- Norwich High Street

ROOT CAUSE ANALYSIS

Identifying the root problem

When

- Over the last 12 Month

How

- Outdated Website, Less In-store traffic

How Much

- 30% revenue drop

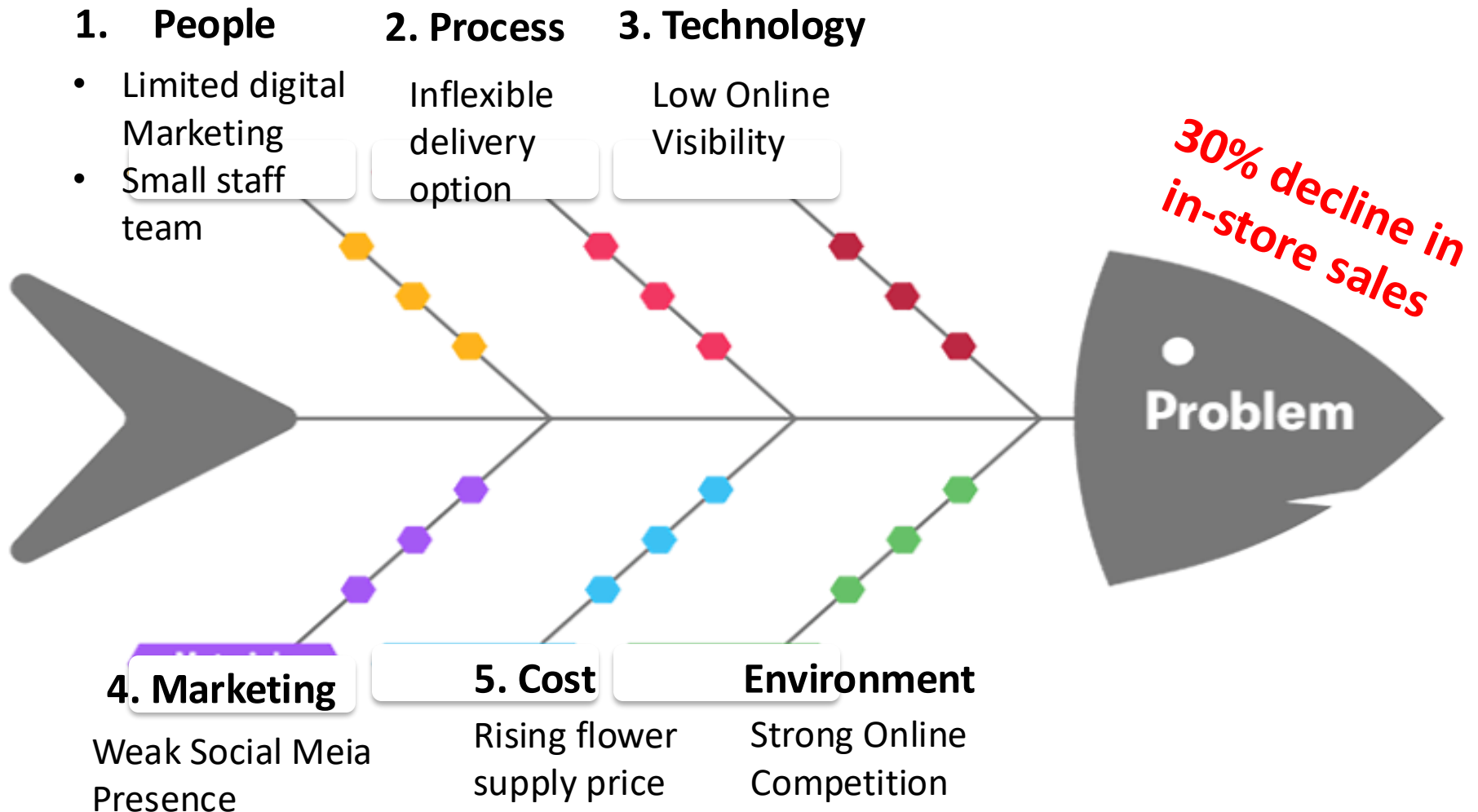
PESTEL Framework (Critique & Application)

- **Pestel:** Analyses external factors shaping business
- **Benefits:** Encourage strategic, long-term decision-making
- **Criticisms:** Too broad and quickly outdated.



Citation: Statista (2023) Online flower retail in the UK

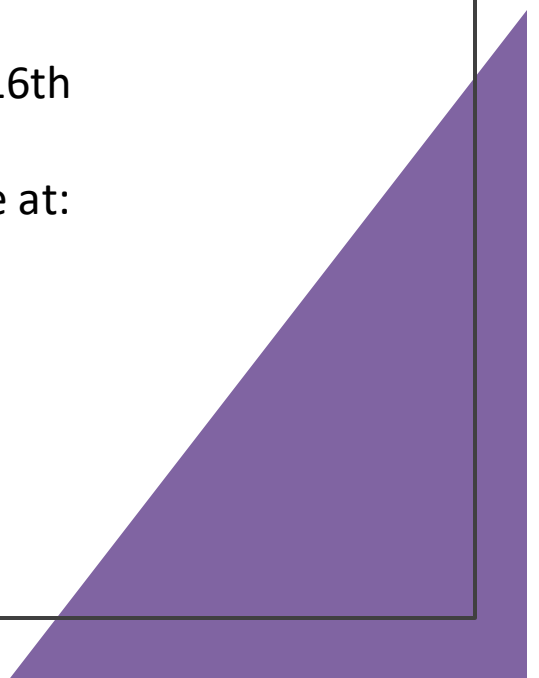
Cause-and-Effect (Fishbone Diagram)



Key Findings

- 1. Traditional business model no longer aligns with modern habits
- 2. External pressures such as inflation and competition are severe
- 3. Digital and marketing weaknesses limit competitiveness
- 4. Sustainability remains a strength if strategically leveraged

Reference List (Harvard Style)

- Johnson, G., Scholes, K. & Whittington, R. (2020) Exploring Corporate Strategy. 12th ed. Harlow: Pearson.
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 - Statista (2023) Online flower retail in the UK. Available at: <https://www.statista.com>
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 - Ishikawa, K. (1985) What is Total Quality Control? The Japanese Way. Englewood Cliffs: Prentice Hall.
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Thank You / Q&A

- Thank you for listening.
- Questions & Discussion

