

Module Title: Problem Solving and Decision Making

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## **Introduction**

This report is about Green Haven Florists, a small flower shop in Norwich, UK. The Business is having issues because sales and customers have gone down. This is happening because plenty of people are buying flowers online, and costs are increasing. As well as fewer people are visiting the shop. In this report, the main issues will be explained clearly. It will also look at possible solutions to assist the Business improve its sales and attract more customers. The aim of this report is to find simple and effective ways for Green Haven Florists to grow and succeed in a changing market.

## **Brief Explanation of the Specific Business Problem**

Green Haven Florists is a small flower shop located in Norwich. The Business has faced a big issue in the last year because sales in the shop have gone down by 30%. Even though online orders have increased a little, it is not sufficient to cover the loss of in-store sales.

There are several reasons for this issue. Firstly, fewer people are visiting the high street because many shops have shut and more people prefer shopping online. Secondly, large online flower companies offer lower prices and fast delivery, which attracts customers away from small businesses.

As well as, costs are rising. The price of flowers has increased because of supply issues and inflation. Eco-friendly the shops website is outdated and arduous to navigate which makes online shopping challenging for customers.

Finally, the Business does not navigate social media and digital marketing sufficient, so it is arduous to reach new customers. All these issues together are causing a decrease in sales and profit.

### **Suggested Two Alternative Solutions**

#### **Solution A**

One solution is to improve the Business online presence. Green Haven Florists can create a new, modern website that is straightforward to navigate. They can also navigate social media like Instagram and Facebook to show their flowers and attract plenty of customers. The Business can offer online ordering, delivery services, and flower subscriptions for regular customers.

| <b>PLUS</b>                                 | <b>MINUS</b>                     | <b>INTERESTING</b>                                 |
|---------------------------------------------|----------------------------------|----------------------------------------------------|
| More customers can find the Business online | Cost to create new website       | Social media can make the Business popular quickly |
| Increase in online sales                    | Need time to manage social media | Customers can order anytime (24/7)                 |

|                           |                                  |                                                |
|---------------------------|----------------------------------|------------------------------------------------|
| Better Business image     | Staff may need training.         | Can build strong customer relationships online |
| Attract younger customers | Risk if online system has issues | Opportunity to grow outside the local area.    |

This solution will assist Green Haven Florists to increase both online and total sales.

A better website and social media will attract more customers, especially people who prefer online shopping. It will also improve the customer experience and make it straightforward to order flowers. As a result, the Business can reduce the loss of in-store sales and compete better with online companies.

### Solution B

Another solution is to improve the in-store experience and attract more local customers. Green Haven Florists can redesign the shop to make it more attractive and welcoming. They can offer special promotions, discounts, and loyalty cards to encourage repeat customers. The Business can also create workshops, such as flower arranging classes, to bring people into the shop. In addition, they can focus on high-quality service and unique products to stand out from competitors.

| <b>PLUS</b>                         | <b>MINUS</b>                       | <b>INTERESTING</b>                         |
|-------------------------------------|------------------------------------|--------------------------------------------|
| More local customers visit the shop | Cost to redesign the shop          | Workshops can bring extra money            |
| Increase in in-store sales          | Time and effort to organize events | Customers may tell friends (word of mouth) |
| Strong relationships with customers | Only attracts local customers      | Can create loyal customers                 |

|                                           |                                 |                                                 |
|-------------------------------------------|---------------------------------|-------------------------------------------------|
| Unique experience<br>(workshops, service) | May take time to see<br>results | Shop becomes more<br>different from competitors |
|-------------------------------------------|---------------------------------|-------------------------------------------------|

This solution will assist in increasing in-store sales by attracting more local customers.

A better shop experience and special offers will encourage people to visit and return.

It will also assist the Business stand out from competitors and build customer loyalty.

### **Justification for Selected Solution**

Solution A is the most appropriate solution because the main issue is the increase in online competition. Improving the website and social media will assist the Business reach more customers and increase online sales. This solution has a bigger impact because many people now prefer online shopping. Although Solution B can improve in-store sales, it is limited to local customers only. Solution A can attract both local and wider customers. The weighting is focused on sales growth and long-term success. Solution A is the best option to assist the Business grow and compete.

### **Risk Analysis of the Selected Solution**

One risk is the cost of creating a new website and managing social media, which may be expensive for the Business. Another risk is that staff may not have sufficient skills to manage online systems, so training will be needed. There is also a risk that customers may not navigate the website if it is not well designed. In addition, technical

issues, such as website errors, could affect sales. The criteria navigated are cost, impact and likelihood. These are crucial because the Business must control spending while achieving higher sales. Overall, these risks can be reduced with superb planning and staff training.

### **Plan to Implement the Selected Solution**

The implementation of Solution A will be done in clear stages. First, the Business will plan and design a new website. This will include choosing a simple layout, adding product pages, and making it straightforward for customers to order online. This step will take about 2-3 weeks. A web designer may be hired, or the owners can navigate a website builder.

Next, the Business will set up social media accounts, such as Instagram and Facebook. They will post pictures of flowers, special offers, and customer reviews. This will start at the same time as the website and continue every week.

Afterwards, staff will be trained to manage the website and respond to online orders. This is crucial to ensure superb customer service. Training will take about 1 week.

Then, the Business will launch the website and promote it online. They can navigate adverts and offer special discounts to attract customers. This stage will take 2 weeks.

The responsibilities will be shared. The owners will manage planning and decisions, while staff will manage daily online activity.

This order is crucial because the website must be ready before promotion starts. This plan is realistic and assists the Business improve sales and compete online.

### **Means of Measuring Effectiveness of Implementation of Selected**

The effectiveness of the selected solution will be measured navigating key performance indicators (KPIs) and SMART objectives. The main KPI is to increase online sales and customer engagement. This will be measured by tracking the number of online orders, website visits, and social media activity. For example, the Business can check how many customers visit the website each day and how many complete a purchase.

These KPIs are crucial because they clearly show if the solution is working. If online sales increase, it means the new website and social media are successful. Customer reviews and social media followers also assist measure customer satisfaction and interest.

The SMART objectives make the goals clear and achievable. The objectives are specific because they focus on online sales. They are measurable by navigating numbers, such as sales and website visits. They are attainable because the Business has the tools to manage a website and social media. They are relevant because they directly solve the issue of low sales. Finally, they are time-bound, as progress will be reviewed over 3 months.

Overall KPIs and SMART objectives assist the Business track success and make improvements if needed.

### **Conclusion:**

This report has identified the main issues faced by Green Haven Florists. The Business is losing sales because plenty of customers are shopping online and visiting the shop less. It also found that rising costs and strong competition from online companies are affecting profits.

Two solutions were suggested. Solution A focused on improving the online presence through a better website and social media. Solution B focused on improving the in-store experience and attracting local customers. After comparing both options, Solution A was chosen as the best solution because it can reach more customers and increase both online and total sales.

The report also showed that using KPIs and SMART objectives is crucial to measures success. Online sales, website visits, and customer engagement can assist track progress.

Overall, the key finding is that Green Haven Florists must adapt to online trends to survive and grow. Improving digital marketing will assist the Business compete and succeed in the future

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## The Key Performance Indicator is:

| Specific                | Measurable                          | Attainable                                               | Relevant                                 | Time-Bound                        |
|-------------------------|-------------------------------------|----------------------------------------------------------|------------------------------------------|-----------------------------------|
| Online sales            | Number of online orders per week    | Business owners and staff will manage this               | Data shows if online sales are improving | Data collected over 3 months      |
| Customer reviews        | At least 50 websites visits per day | Social media and website are straightforward to navigate | Assists understand customer behaviour    | Review progresses every week      |
| Social media engagement | 20+ customer reviews                |                                                          |                                          |                                   |
| Website visits          | Increase followers on social media  | Yes, it is achievable with training and time             | Supports Business growth and competition | Results expected after 2-3 months |
|                         | Data collected weekly               |                                                          |                                          |                                   |