



Analysing the Decline in In-Store Sales at Green Haven Florists: Insights and Strategic Recommendations

Main bullet points (slide content):

- Green Haven Florists: In-Store Sales Decline
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 - Module Code: LCLM4004
 - Module Name: Problem Solving and Decision Making
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Introduction & Presentation Structure

Green Haven Florists
overview (*Mintzberg, 2013*)

Purpose of the presentation
(*Kotler et al., 2021*)

Presentation structure and
tools

Nature and Scope of the Problem



30% fall in in-store sales (*ONS, 2023*)

Declining high-street footfall (*PwC, 2022*)

Stronger local and online competition

Rising operational and supply costs (*ONS, 2023*)

5W2H Model – Explanation & Purpose

5W2H Method



 What?	▪ Defines what needs to be done or what the issue is.
 Who?	▪ Identifies the people involved or responsible.
 When?	▪ Determines the timing, deadlines, or sequence of events.
 Where?	▪ Specifies the location or context involved.
 Why?	▪ Explains the reasons, causes, or purpose.
 How?	▪ Describes the process, techniques, or manner in which something is to be done.
 How much?	▪ Considers the cost, number of resources, or amount needed.

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- Structured problem analysis (*Tague, 2005*)
- Clarifies cause and impact
- Supports informed decisions (*Slack et al., 2022*)

5W2H Applied to Green Haven Florists

- What: In-store sales decline (*Blythe, 2020*)
- Why: Online competition & convenience (*Chaffey and Ellis-Chadwick, 2019*)
- Who: Owners, staff, customers
- Where: Norwich high street
- When: Last 12 months
- How: Reduced footfall & weak digital presence
- How much: 30% reduction



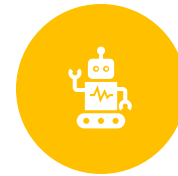
PESTEL Analysis – Explanation



Political factors
(Johnson et al., 2020)



Economic and social
influences (Johnson
et al., 2020)



Technological
change (Yüksel,
2012)



Environmental
pressures



Legal requirements

PESTEL Analysis Applied to Green Haven Florists



Political: Brexit and import regulations
(ONS, 2023)



Economic: Inflation and higher supplier costs
(ONS, 2023)



Social: Shift towards online shopping (PwC, 2022)



Technological: Weak website and limited digital marketing



Environmental: Rising cost of sustainable materials



Legal: Employment and trading regulations
(Johnson et al., 2020)

Fishbone Diagram – Explanation

Cause-and-Effect Diagram
(Ishikawa, 1986)

Identifies root causes
(Tague, 2005)

Supports structured
problem analysis

Fishbone Diagram Applied to Green Haven Florists

- People: Limited digital skills
(*Chaffey and Ellis-Chadwick, 2019*)
- Process: No delivery subscriptions
(*Slack et al., 2022*)
- Technology: Outdated website
- Competition: Online and local retailers
- Environment: Reduced high-street footfall



Key Findings Summary



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