

Green Haven Florists: Report on Declining In-Store Sales

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1. Introduction

This report is about Green Haven Florists and the problem of declining in-store sales. Green Haven Florists is a small flower shop based in Norwich. The business has a good local reputation and uses eco-friendly packaging. However, the company has experienced a 30% decline in in-store sales between 2019 and 2023. This report will explain the main causes of the problem and suggest two possible solutions. It will also choose the best solution, analyse possible risks, give an implementation plan, and explain how the success of the solution can be measured.

2. Brief Explanation of the Specific Business Problem

Green Haven Florists was founded in 2016 and is located in Norwich. The company sells flowers for walk-in customers, weddings, and corporate clients. It is known in the local community and uses eco-friendly materials, which supports its positive image. However, the main business problem is that in-store sales have declined by 30% from 2019 to 2023.

There are several reasons for this problem. One important external cause is reduced high street foot traffic. Fewer people are visiting physical shops because many customers now prefer to buy online. Online flower delivery companies are also strong competitors because they offer quick ordering, delivery, and convenience.

Economic factors also affect the business. Inflation has increased the cost of flowers, packaging, and other operating costs. This can make it more difficult for the business to keep prices attractive for customers. Supply chain issues can also affect product availability and quality.

There are also internal causes. The website is outdated, digital marketing is weak, and delivery options are limited. These weaknesses make it difficult for Green Haven Florists to compete with online flower delivery services. Therefore, the business needs to modernise and improve its digital presence.

3. Suggested Two Alternative Solutions

Solution A: Improve Digital Marketing and Online Ordering

The first solution is to improve the company's digital marketing and online ordering system. This means updating the website, adding an easy online order form, improving social media pages, and using online advertising. The business could also promote special offers for local delivery.

PMI Analysis for Solution A

Plus	Minus	Interesting
It can attract new online customers	It may cost money to improve the website	It can help the business reach younger customers
It can improve convenience for customers	Staff may need training	Online adverts can be tested and changed quickly
It can compete better with online flower delivery services	Results may take time	Social media can show flower designs and customer reviews

This solution can help solve the problem because customers are moving towards online shopping. If Green Haven Florists becomes easier to find and use online, it can increase sales and reduce dependence on walk-in customers.

Solution B: Create In-Store Events and Loyalty Offers

The second solution is to increase customer visits by creating in-store events and loyalty offers. The shop could run flower arrangement workshops, seasonal events, and discounts for regular customers. It could also work with local businesses and wedding planners.

PMI Analysis for Solution B

Plus	Minus	Interesting
It can bring more people into the shop	Events need time and planning	Workshops can create a stronger community feeling

It can improve customer loyalty	Some events may have low attendance	Customers may share events on social media
It supports the local reputation of the business	It does not fully solve the online competition problem	It can create extra income from workshops

This solution can help because Green Haven Florists already has a strong local reputation. Events and loyalty offers can encourage customers to visit the shop again. However, this solution may not be enough because the main market is moving online.

4. Justification for Selected Solution

The selected solution is Solution A: improving digital marketing and online ordering. This is the most appropriate solution because the main causes of the sales decline are online competition, weak digital marketing, and limited delivery options. Solution A directly addresses these problems.

I would give this solution a higher weighting because it can support both short-term and long-term business growth. It can improve customer convenience, increase online visibility, and help the business compete with online flower delivery companies. Solution B is useful, but it mainly focuses on bringing customers back into the shop. Solution A is stronger because it follows changes in customer behaviour and modern shopping habits.

5. Risk Analysis of the Selected Solution

The selected solution may have some risks. The first risk is cost. Improving the website, online ordering system, and digital advertising may be expensive for a small business. The second risk is staff skills. Some staff may not have enough digital knowledge, so training will be needed. The third risk is customer response. Online marketing may not increase sales immediately.

The criteria used to analyse the risks are cost, time, customer impact, and likelihood. These criteria are important because Green Haven Florists is a small

business and needs a realistic plan. The risks are manageable if the company starts with simple changes first, such as improving social media and adding a basic online order form.

What could cause a risk?	Likelihood (1-5)	Impact (1-5)	Risk Factor	How to reduce risk?	If it happens-what to do to minimise the impact
The website update may cost more than expected	3	4	12	Set a clear budget before starting and choose a simple website design first	Delay extra features and keep only the most important things, such as product photos, prices, contact details, and online order form
Staff may not have enough digital skills to manage online orders and social media	4	4	16	Give staff basic training and create simple instructions for online orders and customer messages	Ask one trained person to manage online orders first and give other staff more support and practice
Customers may not use the new online ordering system at the beginning	3	3	9	Promote the website in the shop, on social media, and offer a small discount for the first online order	Collect customer feedback and make the order process easier if customers find it confusing

Local delivery may be delayed because of staff availability or busy periods	2	4	8	Start with delivery only in Norwich and nearby areas, and set clear delivery times	Contact customers quickly, explain the delay, and offer a small discount or free delivery next time
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Conclusion:
These risks are realistic for a small flower business.
However, they can be controlled if Green Haven Florists starts with simple changes and reviews the results every week. This makes the solution safer and easier to manage.

6. Plan to Implement the Selected Solution

The implamentation plan should be completed over 12 weeks. The order of tasks is important because the business must first understand its current situation before making changes.

In weeks 1 and 2, the owner and manager should review the current website, social media pages, and customer feedback. This is important because it will show what needs to be improved. They should also look at local competitors and their online services.

In weeks 3 and 4, the business should update the website. The website should include clear product photos, prices, contact details, delivery information, and a simple online order form. This task should be the responsibility of the manager and a web designer.

In weeks 5 and 6, staff should receive basic training. They need to learn how to manage online orders, reply to customer messages, and update social media. This is important because a good online system will not work if staff do not understand how to use it.

In weeks 7 and 8, the business should start a small digital marketing campaign. This could include Instagram and Facebook posts, local online adverts, and promotions for weddings, birthdays, and seasonal flowers. The marketing should focus on convenience, local service, and eco-friendly packaging.

In weeks 9 and 10, the business should introduce local delivery options. At first, delivery should only be offered in Norwich and nearby areas. This makes the plan more realistic and easier to manage.

In weeks 11 and 12, the business should review the results. The manager should check online orders, website visits, social media engagement, and customer feedback. If the

results are positive, the company can continue and expand the strategy.

Week	Task	Responsobility
1-2	Review website, social media and competitors	owner and manager
3-4	Update website and add onlina order form	Manager and web designer
5-6	Train staff on online orders and social media	Manager
7-8	Start digital marketing campaign	Manager and staff
9-10	Start local delivery service	Owner and delivery staff
11-12	Review results and make improvements	Owner and manager

7. Means of Measuring Effectiveness of Implementation

The success of the selected solution can be measured using Key Performance Indicators and SMART objectives. These are useful because they make the business goals clear and measurable.

The first KPI is the number of online orders. This is important because the main aim is to reduce the decline in sales by improving online purchasing. The second KPI is website traffic. If more people visit the website, it shows that digital marketing is working. The third KPI is social media engagement, such as likes, comments, shares, and messages. This shows whether customers are interested in the business online. The fourth KPI is customer feedback because it shows if customers are satisfied with the new service.

The SMART objectives are realistic for a small business. For example, Green Haven Florists could aim to increase online orders by 15% within three months. It could also aim to increase social media engagement by 20% within three months. These objectives are specific, measurable, attainable, relevant, and time-bound.

KPI	SMART Objective	Method of Measurement
Online orders	Increase online orders by 15% within 3 months	Count online orders each week
Website traffic	Increase website visits by 20% within 3 months	Use website analytics
Social media engagement	Increase engagement by 20% within 3 months	Check likes, comments, shares, and messages
Customer satisfaction	Achieve 80% positive feedback within 3 months	Use short customer questionnaires and reviews

These KPIs are suitable because they are directly linked to the selected solution. They also help the business understand if the changes are improving sales, visibility, and customer satisfaction.

8. Conclusion

In conclusion, Green Haven Florists is facing a serious business problem because in-store sales declined by 30% between 2019 and 2023. The main causes are reduced high street foot traffic, strong online competition, inflation, supply chain issues, weak digital marketing, an outdated website, and limited delivery options.

The report considered two possible solutions. The first solution was to improve digital marketing and online ordering. The second solution was to create in-store events and loyalty offers. Both solutions can help the business, but the first solution is the most suitable because it directly addresses the main causes of the problem.

The key findings are that customer behaviour has changed, online competition is strong, and Green Haven Florists needs to modernise. A better website, stronger social media, and local delivery can help the company reach more customers and improve sales. The plan should be introduced step by step and measured with clear KPIs and SMART objectives.

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