

Green Haven Florists

Problem Solving and Decision Making

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Introduction

- • Green Haven Florists founded in 2016 in Norwich, UK.
- • Independent florist known for bespoke arrangements and eco-friendly values.
- • Run by Liam and Priya Patel.
- • Current issue: decline in in-store sales and profitability.

The Main Problem – 5W2H Analysis

- Who: Green Haven Florists (Liam & Priya Patel).
- What: 30% decline in in-store sales, lower profitability.
- Where: Norwich high street, UK.
- When: Over the past 12 months.
- Why: Online competition, high costs, declining footfall

Impact of the Problem

- • Sales decline despite minor online growth.
- • Rising costs due to supply chain and inflation.
- • Reduced customer loyalty and brand visibility.
- • Competition with strong digital presence adds pressure.

Customer Insights

- • Positive: Creativity, eco-friendly values appreciated.
- • Negative: Outdated website, difficult navigation.
- • Weak social media engagement.
- • Overreliance on word-of-mouth marketing.

PESTEL Analysis

- Political: Post-Brexit import taxes raise costs.
- Economic: Inflation affects consumer spending.
- Social: Shift to online shopping and convenience culture.
- Technological: Lack of digital marketing strategy.
- Environmental: Sustainable packaging

Root Cause Analysis – Cause and Effect

- Main problem: Declining sales and profitability.
- Key Causes:
 - Competition – new entrants with strong online presence.
 - Customers – prefer online shopping and delivery.
 - Marketing – weak online presence and

Key Findings

- Decline caused by both external and internal factors.
- Sustainability approach increases operational costs.
- Competitors adapted faster to digital transformation.
- Green Haven needs modernization to stay competitive.

Recommendations

- • Develop a modern e-commerce website with delivery options.
- • Invest in digital marketing (Instagram, Google Ads).
- • Introduce loyalty programs or flower subscriptions.
- • Diversify suppliers to manage costs.
- • Collaborate locally with wedding/event

Conclusion

- • Green Haven faces challenges from market changes and costs.
- • Need to adapt to digital consumer trends.
- • Strategic repositioning ensures long-term sustainability.

References

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