

Module Title: Problem Solving and Decision Making

Module Code: LCLM 4004

Assessment: Component 2 Report Green Havan Florists

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Introduction to Green Havan Florists

Green Havan Florists is a small independent flower shop located in Norwich UK founded in 2016 by Liam and Priya Patel. They have gained a great reputation for their eco-friendly packaging, floral arrangements, strong community ties. However, over the last 12 months Green Havan Florists have seen a significant downturn in revenue and foot traffic, 30% decline in in-store sales, the company have been facing challenges in adapting with the new changing retail environment although they have seen a slight increase in online sales that didn't compensate for the loss of foot traffic the customers have been giving feedback that the shop's website is outdated and hard to navigate . They have been struggling with maintaining profitability as there has been a rise in cost due to supply chain disruptions and inflation and two new competitors have entered local market.

Suggested Two Alternative Solutions

- **Solution 1**
- **Upgrade online website**

As it has been shown that there was a slight increase in online sales it is very important to ensure it is consistent so it can compensate for the decline in in store sales because the shop's location once a bustling high street has reduced activity due to closure of nearby businesses. Upgrading the online website will have a crucial impact on the business as there has already been a huge shift towards online shopping, long term customers now prefer the convenience and lower prices of large online flower retailers that offer same day deliveries and frequent discounts. Upgrading the online website will please customers as there has been frequent feedback about the website being outdated and hard to navigate. Generally updating the website will increase new customers and will be more effective against other online retailers also it will attract new wider audience

- **Solution 2**
- **Start recruiting new employers**

Recruiting new employees will benefit Liam and Priya Patel as they will be able to bring a new perspective to the business by having fresh ideas and new techniques. Liam and Priya have been struggling to keep up with digital marketing trends and relying on just word of mouth additional staff can help manage workload and release the owners from too much work stress and be able to provide customer's service in in-store sales which additionally can help them increasing in store sale

Justification for Selected Solution

Solution A—upgrading the online site—because it had the highest overall score of +13 in my PMI analysis. The grid shows strong positives like attracting a wider audience (+5), increasing online orders and profit (+4), gaining new customers (+3) and improving our reputation (+3). It also offers the chance to learn new skills (+4) and develop new trends (+3), which can help us stay competitive. Although there are some negatives, such as the cost of investment (-4), risk of failure (-3), and time commitment (-2), the benefits clearly outweigh the drawbacks. This solution directly supports our goal of reaching more customers and growing the business in a sustainable way

Risk Analysis of the Selected Solution

Upgrading the online site comes with several risks that need to be carefully managed. One major concern is the high setup cost, which could strain the budget if not planned properly. To reduce this risk, it's important to set a clear budget and start with basic features before expanding. Another challenge is the time and effort required to build and maintain the site, which could take attention away from daily shop operations. This can be managed by creating a realistic timeline and possibly hiring freelance help. Technical issues like bugs or slow loading could affect customer experience, so using reliable platform and testing the site thoroughly before launch is essential. There's also a chance that customers may not use the site as expected, but this can be addressed by promoting it actively through social media and in-store marketing. Learning new digital tools may be difficult at first, but taking short online courses or getting expert support can help. Lastly, protecting customer data is crucial, so using secure payment systems and following privacy rules will reduce the risk of breaches. Overall, while there are risks, they can be managed with careful planning and support.

Plan to Implement the Selected Solution

To implement the solution of upgrading the online site, Green Haven Florists will follow a step-by-step plan over seven weeks. In the first week, Liam and Priya will define their goals, research suitable e-commerce platforms like Shopify or Wix, and set a clear budget. In week two, they will hire a freelance web developer if needed and begin building the basic structure of the site. Weeks three and four will focus on designing the site, uploading product photos, writing descriptions, and adding content that reflects their eco-friendly brand. In week five, they will test the site thoroughly to ensure it works smoothly on both desktop and mobile devices. Week six will be the official launch, promoted through social media, email newsletters, and in-store flyers. From week seven onward, they will monitor performance, update content regularly, and make improvements based on customer feedback. This plan ensures a smooth transition to online sales while staying true to their values and maintaining quality service.

Means of Measuring Effectiveness of Implementation of Selected Solution

To measure the effectiveness of the new online site, Green Haven Florists can track several key indicators. First, they should monitor the number of online orders and compare it to previous months to see if sales have increased. Website traffic data, such as the number of visitors and time spent on the site, will show how well the site is attracting and engaging customers. Customer feedback through reviews, emails, or surveys can help assess satisfaction and ease of use. Social media engagement, including likes, shares, and comments, will also reflect how well the site is being promoted. Finally, tracking repeat purchases and subscription sign-ups will show if the site is helping build customer loyalty. These measurements will help Liam and Priya understand what's working and where improvements are needed.

- **Key Findings**

- **Highest PMI Score:** Solution A received a total score of **+13**, showing strong overall benefits compared to other options.
- **Strategic Fit:** Upgrading the website directly addresses the drop in foot traffic and rising competition from online flower services.
- **Main Benefits:** The solution offers increased online orders (+4), wider audience reach (+5), improved reputation (+3), and new customer growth (+3).
- **Risks Identified:** Key risks include high setup costs, time demands, and technical challenges—but all are manageable with planning and support.
- **Implementation Feasibility:** The plan is achievable within 7 weeks using affordable platforms and freelance help if needed.
- **SMART Goals:** The project is Specific, Measurable, Achievable, Relevant, and Time-bound—aiming to boost online sales by 25% in 6 months.
- **Success Indicators:** Effectiveness will be measured by online sales growth, website traffic, customer feedback, and repeat purchases.

Reference List

- PMI- (Proctor, T. (2019) Creative problem solving for managers: developing skill for decision making and innovation.5th edn. New York: Routledge , Ebook)
- Implantation -(Institute of leadership & management (2013) Solving problems and making decisions.5th edn.Routledge. Super Series.)
- Risk analysis – (Sproull,R.(2018) The problem-solving, problem prevention and decision-making guide: organized and systematic roadmaps for managers (ebook). New York: Taylor & Francis.)
- KPI- Institute of Leadership & Management (2013) Solving problems and making decisions.5th edn. Routledge. Super Series.)

Appendices

PMI Analysis Table

<i>Upgrading online site</i>		
Plus	Minus	Interesting
Increase in online orders making profit +4	Risk of failure -3	Gaining new customers +3
Gaining better reputation +3	Expensive investment -4	Learning new skills +4
Can attract wider audience +5	Needs lot of time and attention. -2	Develop new trends +3
TOTAL: +12	TOTAL: -9	TOTAL: +10

Therefore: Final Answer for Solution A = +13

<i>Recruiting new employers</i>		
Plus	Minus	Interesting
Can bring new perspectives +4	High cost in hiring employers -4	Making new friends +3
Can manage workloads +3	Risk of Bad hiring -4	Learning new techniques +2
Provide customer service +3	Managing new employers -3	Working as a team +4
TOTAL: +10	TOTAL: -11	TOTAL: +9

Therefore: Final Answer for Solution B =+8

Risk Analysis Table

	What could cause a risk?	What is the likelihood of the risk occurring? (1 – 5)	What is the impact of this risk? (1 – 5)	Risk Factor = Likelihood X Impact	What can you do to reduce this risk from happening?	If it happens – what can you do to minimise the impact?
1	Time and resource	2	3	6	Consider hiring web designers, sharing tasks	Hire a freelance support
2	High upfront costs	3	4	12	Set a budget	Start with essential features
3	Technical failure	3	5	15	Test before launching	Test thoroughly before launching, use reliable platforms

Implementation Plan

Name the problem you are solving: Green Havan florists' website

Name the solution you are implementing: Upgrading the only website

	Task	WHAT	WHEN	WHO	Done
1	Research competitors	Comparing e-commerce platforms (e.g. Shopify or wix)	7 days	Liam & Priya Patel	Made a list of what platforms they liked
2	Set a budget and timeline	Define costs and schedule for development	7 days	Liam	Researched how much each part will need
3	Hire web designers and developers	Find freelance or agency support	14 days	Priya	Research good freelances look for good ratings and feedback
4	Create site layout & design	Build homepage, product pages, navigation	21 days	Developer, the owners	Applying new competitors' strategies and customer feedback

The Key Performance Indicator is: Upgrading the online website

Specific	Measurable	Attainable	Relevant	Time-Bound
Monitor the updated to see the increase in online sales	Increase online sales by 20% in 6 months	Use easy platforms and get help from freelancers	Helps solve loss in foot traffic and online competitors	6 MONTHS