

Module Title: Problem Solving and Decision Making

Module Code: LCLM 4004

Assessment: Component 2 Report

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Table of Contents

Contents	Page Number
Brief Explanation of the Specific Business Problem.....	3
Suggested Two Alternative Solutions.....	3/5
Justification for Selected Solution.....	6
Risk Analysis of the Selected Solution.....	7
Plan to Implement the Selected Solution.....	7/8
Means of Measuring Effectiveness of Implementation of Selected Solution....	
Reference List.....	9/10
Appendix 1: Grid Analysis Table	13
Appendix 2: Risk Analysis Table.....	14
Appendix 3: Implementation Plan.....	15/17
Appendix 4: KPI and SMART Table.....	18

Brief Explanation of the Specific Business Problem

Greenhaven is an independent bespoke florist based in Norwich, UK. Partners Liam and Priya Patel founded Greenhaven in 2016. In the past twelve months, there has been a 30% percent downturn in instore sales. Due to the decline in high street real estate, shops closing resulting in reduced foot traffic. These key issues add to the problems the business occurred during the pandemic. Supply chain disruptions, the price of imported flowers and rising operating costs are some of the factors externally causing financial issues. Internally Liam and Priya are operating an outdated business model. Whilst there has been an increase in online sales, the website is outdated and hard to navigate. Two new competitors with aggressive pricing, offering flexible online delivery and have a strong social media presence highlight Liam and Priya's lack of digital skills and outdated strategies. This report will focus on the improvement of Liam and Priya's social media presence and outdated website as a solution to Greenhaven's problems.

Suggested Two Alternative Solutions

Updating Outdated Website

Greenhaven's outdated website needs regular updates to draw in new customers and keep existing customers. Customer complaints are that the website is hard to navigate, and the layout is dated. The upkeep of website maintenance with a secure, simpler format to navigate will benefit online purchases and increase online traffic. Liam and Priya will have to spend time researching competitor's website and web design trends. This is a cost effective and necessary for Greenhaven to increase profit margins. By updating the website, Liam and Priya will be able to implement dynamic pricing. Dynamic pricing provides various methods

for cost effective solutions for Greenhaven's in-store purchases
downturn and online purchases profit.

Dynamic pricing - Wikipedia, https://en.wikipedia.org/wiki/Dynamic_pricing.

Dynamic pricing, also referred to as **surge pricing**, **demand pricing**, **time-based pricing**, and **variable pricing**, is a revenue management pricing strategy in which businesses set flexible prices for products or services based on current market demands. It usually entails raising prices during periods of peak demand and lowering prices during periods of low demand <https://www.technologyreview.com/2014/08/19/74207/in-praise-of-efficient-price-gouging/>.^[1]

The dynamic pricing strategy is a viable solution as it has many methods.

1. Cost-Plus pricing – This is the most basic method for Liam and Pryia to implement. Customers pay the cost to produce the product with a predetermined profit.
2. Pricing based on Competitors – Liam and Pryia would have to monitor their competitors' pricing online and in-store. Adjusting Greenhaven's prices to stay competitive.
3. Time-based pricing– Favored by online retailers. Price changes occur depending on the time of day. Most purchases online and in-store are made between office hours 9am – 5pm. This results in retailers having higher prices in the mornings and afternoons. Discounted prices and sales in the evenings and late nights.

[How to update a website without starting from scratch](#)

Available at <https://blog.hubspot.com/website/how-to-update-a-website>
(Accessed 11th November 2025)

Social Media Proposal

Liam and Pryia's inadequate branding and non-existent social media presence affect Greenhaven's position in modern society. Updating these skills will provide solutions giving Greenhaven an online presence and enable them to keep up with trends and attract customers to Greenhaven's website.

Social Media Solutions

1. Social media presence - Creating social media accounts on substantial platforms, i.e., Instagram, Facebook, Tick Tok, and YouTube. Posting tutorial videos, pictures of bespoke bouquets. Collaborating with local businesses and influencers.
2. Pinterest would be the recommended platform for Liam and Pryia to create a brand and social media presence giving Greenhaven access to an extensive audience that wants visual content. Creating imaginative boards and monitoring trending topics make it easier for Liam and Pryia to respond quickly to relevant content, in a cost-effective way. A quick search for bespoke flowers on Pinterest provides numerous results. [bespoke flowers pinterest uk - Search Available at <https://www.bing.com/search?q=bespoke+flowers+pinterest+uk&form=ANNTH1&refig=691c1f57f408401a9ef4e6ebbd3685d6&pc=ACTS&pq=bespoke+flowers+pinterest&pqlth=25&assgl=28&sgcn=bespoke+flowers+pinterest+uk&qs=NWU&sgtpv=NWU&smvpcn=0&swbcn=10&sctcn=0&sc=10-25&sp=2&ghc=0&cvid=691c1f57f408401a9ef4e6ebbd3685d6&clckatsg=1&hsmssg=0> \(Accessed 11th November 2025\)](https://www.bing.com/search?q=bespoke+flowers+pinterest+uk&form=ANNTH1&refig=691c1f57f408401a9ef4e6ebbd3685d6&pc=ACTS&pq=bespoke+flowers+pinterest&pqlth=25&assgl=28&sgcn=bespoke+flowers+pinterest+uk&qs=NWU&sgtpv=NWU&smvpcn=0&swbcn=10&sctcn=0&sc=10-25&sp=2&ghc=0&cvid=691c1f57f408401a9ef4e6ebbd3685d6&clckatsg=1&hsmssg=0)
3. Monitor and document customer purchases and spending patterns. Flowers bloom throughout the year, monitoring seasonal consumer spending and documenting the species of flowers brought and sold; Greenhaven has a consistently active and cost-effective inventory.
4. Keep business operational records for the front and back office. This will be a time effective solution for digital records that are easy to navigate and space saving. This practice is cost effective, making bookkeeping and inventory records easy to update regularly.

Justification for Selected Solution

The best strategy for Greenhaven as a small independent florist to increase profits in a cost-effective way is to implement the social media proposal.

Liam and Pryia can use Pinterest for online advertising by photographing and posting bespoke bouquets made instore. As well as being cost-effective it is also a productive way of using time management whilst boosting online presence. With addition of linking the Pinterest account to Greenhaven's website keeping them both up to date at the same time maximising online presence and traffic to both platforms. They will also find it easier to monitor competitors and relevant trends. Gradually creating a brand and boosting sales (Appendix 1).

[6 Social Media Strategies For Floral Business Growth](#)

Available at <https://www.entrepreneur.com/growing-a-business/6-social-media-strategies-for-floral-business-growth/435269> (Accessed 11th November 2025)

Risk Analysis of the Selected Solution

Based on the results from Greenhaven's risk analysis (Appendix 2), Liam, and Pryia main risks they will encounter are competitors monitoring Greenhaven. The potential for competitors having a significant edge on trends. Decline of online presence. Not gaining traffic to platform or website. Rising operational costs. With the real estate exodus and reduced footfall on the high street and a volatile supply chain are added outside factors. The pandemic and Brexit have had a major effect on the economy worldwide. The pandemic contributed to supply chain disruptions and reduced footfall on the high street due to lockdowns consumers shifted more to online purchases. Consumer spending patterns also changed creating a strong demand for flowers, as form of attachment during social distancing times. Brexit also contributed to increased costs and reduced availability of imported flowers. A change in boarder checks, tax and trading policies have caused concern amongst the florist industry and consumers.

Post Brexit trade laws will drive imported flower prices up 5sellers warn [online] Available at <https://www.euronews.com/my-europe/2024/04/30/post-brex-it-trade-laws-will-drive-imported-flower-prices-up-5-sellers-warn>. (Accessed 11th November 2025)

DEFRA Data for 2023 illustrate statistics increases in British flowers in UK market — Cumberland Flower Farm Available at <https://www.cumberlandflowerfarm.co.uk/blog/great-news-for-british-cut-flower-industry> (Accessed 11th November 2025)

Plan to Implement the Selected Solution.

Based on the implementation Plan provided to Greenhaven (Appendix 3). Liam and Pryia need to create a strong social media presence to stay competitive in the current and future markets. Monitoring and researching competitors' websites, discounts, and loyalty rewards. Will give Greenhaven a significant edge. Routinely creating and posting content will keep customer frequenting the website and Pinterest. By researching operational costs will keep Greenhaven in budget and stocked with relevant inventory.

Means of Measuring Effectiveness of Implementation of Selected Solution

Based on the findings in the KPI/SMART Objective report building a strong brand and social media presence is effective For Greenhaven as it creates a buzz for new clientele. This is the easiest and cost-effective solution.

Key Findings

The final key findings in this report for Liam and Pryia to boost profit are:

- Monitoring and researching competitors. Will provide a significant edge
- Monitoring and researching operational costs will keep Greenhaven within budget and a stocked inventory.

- Creating and maintaining a Pinterest account will keep Greenhaven engaging with customers, create an interest in the company's website
- Researching and Monitoring trends Liam and Pryia can create a strong brand presence.
- Researching local flower farms will give Greenhaven a chance for dynamic pricing.
- Flower from the farm, English ponies.
- Available at <http://englishpeonies.co.uk/englishpeonies@btinternet.com> (Accessed 11th November 2025)

Reference List

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[6 Social Media Strategies For Floral Business Growth](#)
Available at <https://www.entrepreneur.com/growing-a-business/6-social-media-strategies-for-floral-business-growth/435269> (Accessed 11th November 2025)

Post Brexit trade laws will drive imported flower prices up 5 sellers warn [online]
Available at <https://www.euronews.com/my-europe/2024/04/30/post-brexit-trade-laws-will-drive-imported-flower-prices-up-5-sellers-warn>. (Accessed 11th November 2025)

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- Flower from the farm, English ponies.
- Available at <http://englishpeonies.co.uk/>
englishpeonies@btinternet.com (Accessed 11th November 2025)

Appendices

Grid Analysis Table

Factors to consider	Cost Effective	Time Management	Boost Online Presence	Monitor Competitors	Online Foot Traffic	Boost Sales	Total
Weighting							
Outdated Website	3	2	4	3	4	5	21
Social Media	4	4	5	5	5	5	28

Appendix 2

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	Competitors monitoring Greenhaven. The potential for competitors having a significant edge on trends	3	4	12	Liam and Pryia need to quickly respond to relevant trends and content.	Liam and Pryia will need to get creative i.e., crafting a unique bouquet with local/ regional flowers and monitor competitors.
2	Decline of online presence. Not gaining traffic to platform or website	2	3	6	Liam and Pryia will need to consistently post on Pinterest	Routinely create imaginative boards and engage with target consumers. Keep up to date with relevant local trends.
3	Rising operational costs. The real estate exodus reduced footfall, and a volatile supply chain are added factors	4	5	20	Research local flower farms and future real estate ventures	Buy local and seasonal flowers. Grants and funding availability. Future policies.

Appendix 3

Implementation Plan

Greenhaven's Social Media Presence

Increasing Greenhaven's social media presence to boost overall sales

	Task	WHAT	WHEN	WHO	Done
1	Research and monitor rising operational costs	Researching and monitoring operational costs, prices of imported /local flowers will give Liam and Pryia an idea of how much budget they have to use for inventory. They also need to factor in tax and trading policies.	This task needs to be implemented immediately and, in the future, routinely undertaken. Especially around notable events i.e. wedding seasons, valentine and mother's day.	This task can be divided between Liam and Pryia. With Liam researching and monitoring current rising operational costs and Priya looking into future operational costs.	Liam and Pryia will have a database with the when and where these rising costs will occur currently and in the future.
2	Research and monitor competitors.	Liam and Pryia need to routinely monitor competitors' websites. To be able sustain Greenhaven in a competitive market. By using dynamic pricing and geo targeting.	This task needs to be started after the data has been collected for operational costs. This is an ongoing task that needs to be	Liam can monitor current competitors and their offers. Pryia can research geo targeting to draw in new local and	Liam and Pryia will be able to add their results to Greenhaven's existing database.

			implemented routinely during high demand and in the seasons with a low demand for flowers	existing clientele	
3	Set up Pinterest account for Greenhaven	Liam and Pryia need to set up a Pinterest account. They will boost and benefit Greenhaven's online presence whilst gradually creating a strong brand	Once the data has been collected and processed by Liam and Pryia can setup a Pinterest account and start creating imaginative boards posting immediately and routinely in the future	Pryia could create the content, and Liam can routinely post to keep consumers engaged in Greenhaven.	Once this is implemented. Greenhaven will create a social media presence and a build a strong brand.
4	Research and monitor relevant trends	By keeping a regular monitoring of relevant trends and researching future trends Liam and Priya will create a strong brand and social media presence	Routinely monitoring relevant trends and up and coming trends	Pryia can research up and coming trends Liam can monitor current trends	This task will keep Greenhaven competitive in the current and future markets

5	Routinely post imaginative boards	Routinely posting creative content and engaging with Greenhaven's target audience. Liam and Pryia will create awareness to the business and attract a new clientele boosting traffic to website and instore increasing profits.	This is a constant task that needs to be undertaken immediately after the Pinterest account is setup	Liam and Pryia can execute this task individually and together	Maintains a strong social media presence, whilst creating a brand and driving traffic towards the Greenhaven website.

Appendix 4

The Key Performance Indicator is: Overall Sales

Specific	Measurable	Attainable	Relevant	Time-Bound
Greenhaven needs to maintain a strong social media presence. By creating and posting relevant content daily at minimum	Monitoring costumer engagement will Liam and Pryia an idea as to how their content is preforming and relating to the consumer	This attainable by taking pictures of bespoke bouquets made instore and creating Pinterest boards. This task needs to be done daily minimum	This benefits the business. By creating an interest in Greenhaven and driving traffic to the company website. Increasing profits.	This is a continuous task that will have to be routinely implemented