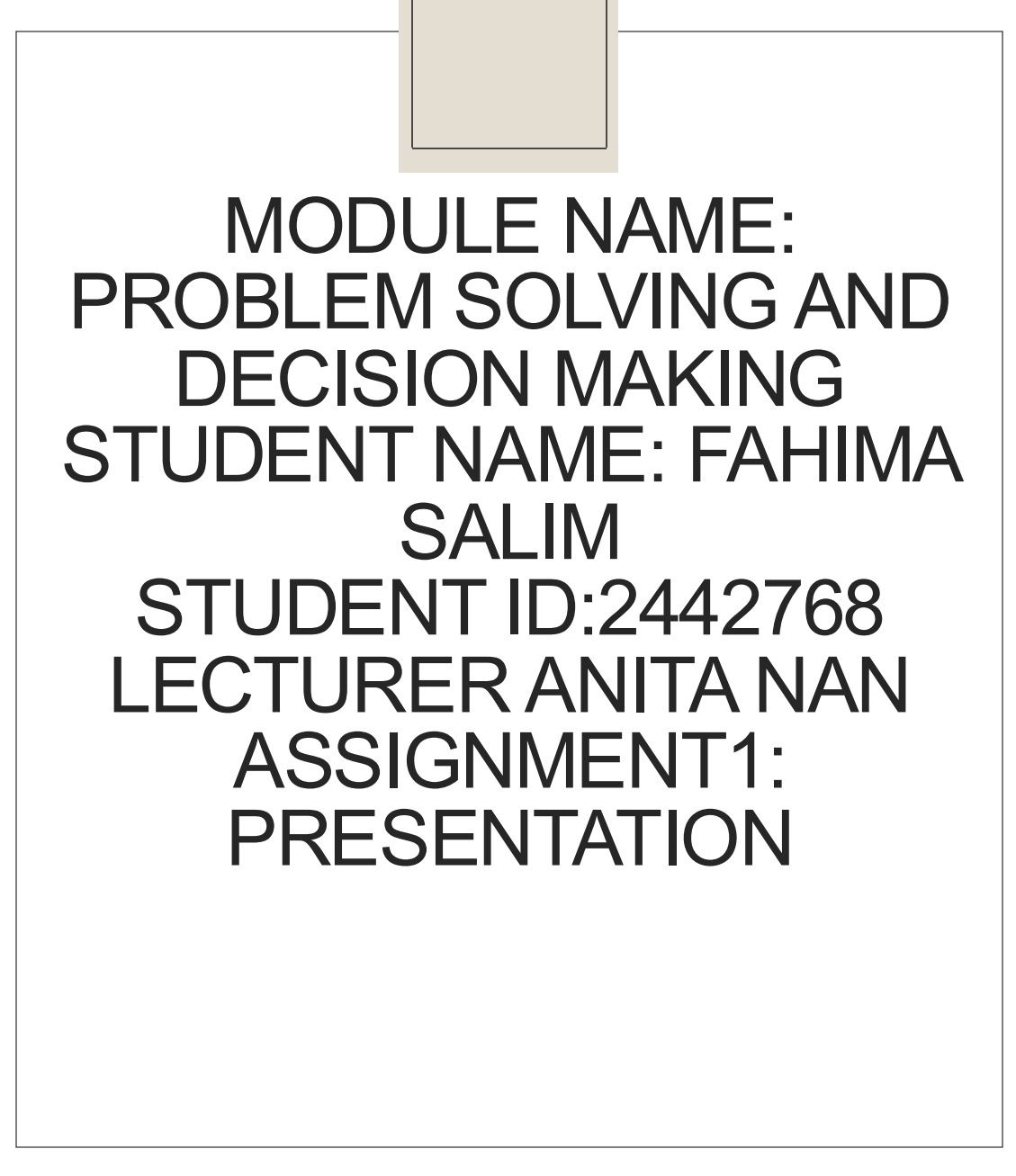




**MODULE NAME:
PROBLEM SOLVING AND
DECISION MAKING
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PRESENTATION**

Overview

- Introduction
- Company background
- Problem: nature and scope
- PESTLE ANALYSIS: Green Haven Florists
- Cause and effect analysis: Fishbone diagram
- Conclusion
- References

Introduction

- This presentation explores the challenges faced by Green Haven Florists, a small independent flower shop in Norwich.
- It examines the reasons behind the drop in sales, the external factors affecting performance, and strategic improvements.
- Tools used include PESTEL analysis, 5W2H, and a Cause-and-Effect diagram to identify problems and suggest solutions.

Company background

- Founded: 2016 by Liam and Priya Patel
- Location: Norwich, UK
- Independent business known for bespoke floral designs and eco-friendly packaging
- Strong community involvement and loyal customer base.
- Main Issue: 30% decline in sales due to rising costs and online competition.

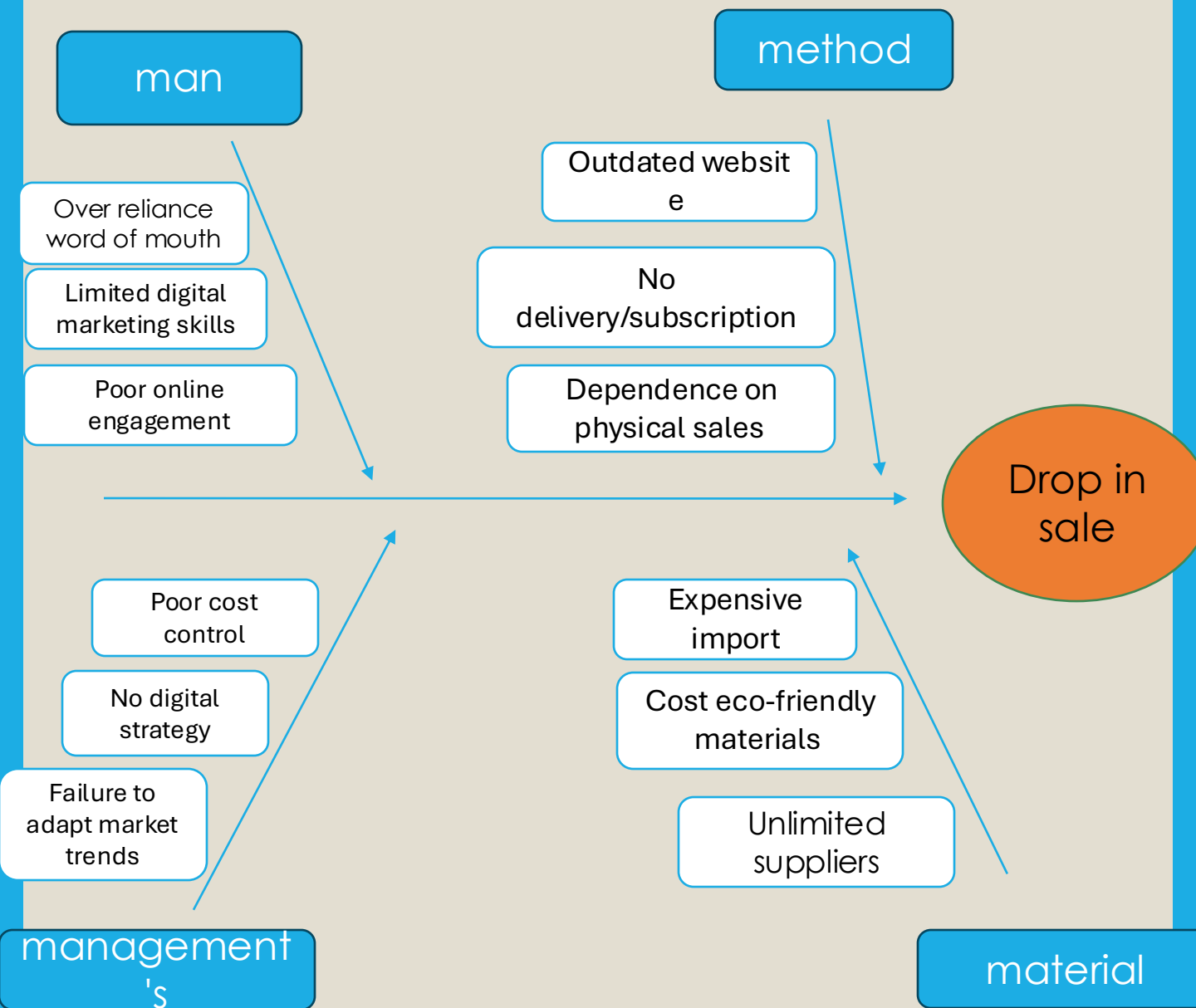
Problem nature and scope

- What: 30% decline in in-store sales over the last year
- Why: Competition, online shopping shift, and rising supply costs
- Where: Norwich high street (declining footfall)
- When: Over the past 12 months
- Who: Liam and Priya Patel
- How: Outdated website and limited delivery options.
- How much: Significant loss of revenue.

PESTEL Analysis

- Political: Import restrictions and sustainability policies impacting supply
- Economic: Inflation and reduced consumer spending on non-essential goods
- Social: Customer shift to online shopping preference for eco-friendly products
- Technological: Outdated website and weak digital marketing
- Environmental: Increasing costs of eco-materials, need to maintain sustainability.
- Legal: Compliance with advertising, Safety and employment laws.

Fishbone diagram



Conclusion

- Green Haven Florists may be struggling now, but they have a strong foundation to build on. If the business embraces digital transformation, strengthens online marketing, and continues to stay true to its eco-friendly approach, it can become more resilient and competitive. With the right strategies, Green Haven can turn its challenges into an opportunity for long-term success.

Thank you



- Thank you for your time and attention.
- This concludes my presentation on Green Haven Florists.

References

- **Statista (2025) Online Retail Share in UK Flower Market 2016–2025. [Online] Available at: <https://www.statista.com> (Accessed: 10 November 2025).**
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