



Green Haven Florists

MODULE NAME: Problem solving and decision making.

MODULE CODE: LCLM4004

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Assignment 1: Presentation

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INTRODUCTION

This presentation focuses on Green Haven Florists, an independent flower shop located in Norwich, UK. The business, funded in 2016 by Liam and Priya Patel, has built a strong reputation for the floral designs and eco-friendly packaging. However, over the past year, the company has faced a 30% decline in sales and increasing financial pressure. The purpose of this analysis is to identify the key problems affecting the business.

Company background



Green Haven Florists

- **Founded in 2016**
 - **Owners: Liam and Priya Patel**
 - **Sells bespoke flower arrangements for walk-ins, weddings and corporate events.**
 - **Strong community ties**
 - **Known for: Eco-friendly packaging, sustainable materials and creative designs**
 - **Current issue: 30% drop in sales, rising costs and increase online competition.**
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Problem: nature and scope

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What: A 30% decline in in-store sales and reduced customer traffic.

Why: Growth of online shopping, competition, rising costs and weak online presence.

Where: Norwich high-street shop, affected by local business closures.

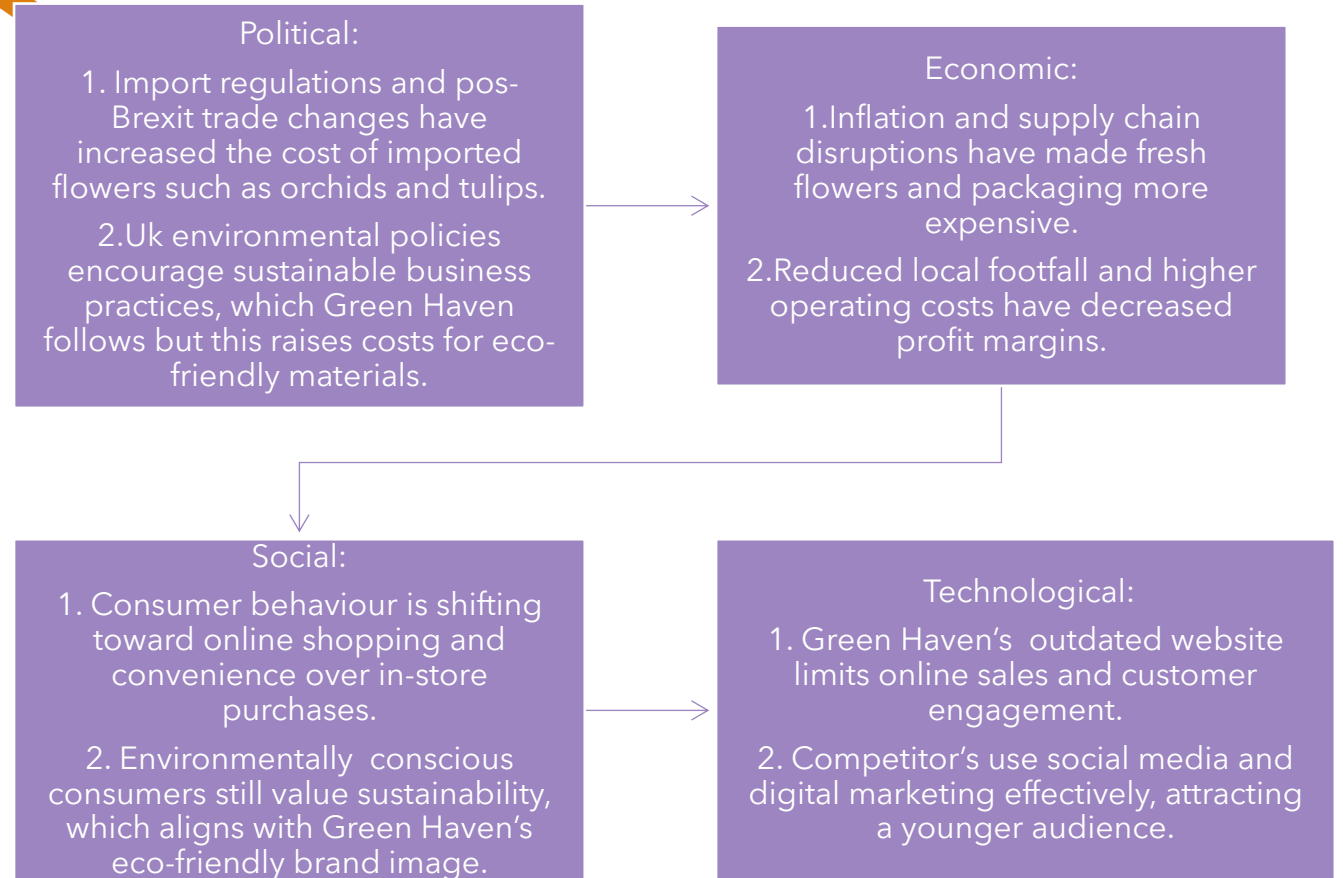
When: Decline occurred over the past 12 months.

Who: Liam and Priya Patel.

How: Outdated website, minimal marketing and expensive sustainable materials.

How much: Around 30% revenue loss

PESTLE ANALYSIS: Green Haven Florists



PESTLE ANALYSIS: Green Haven Florists

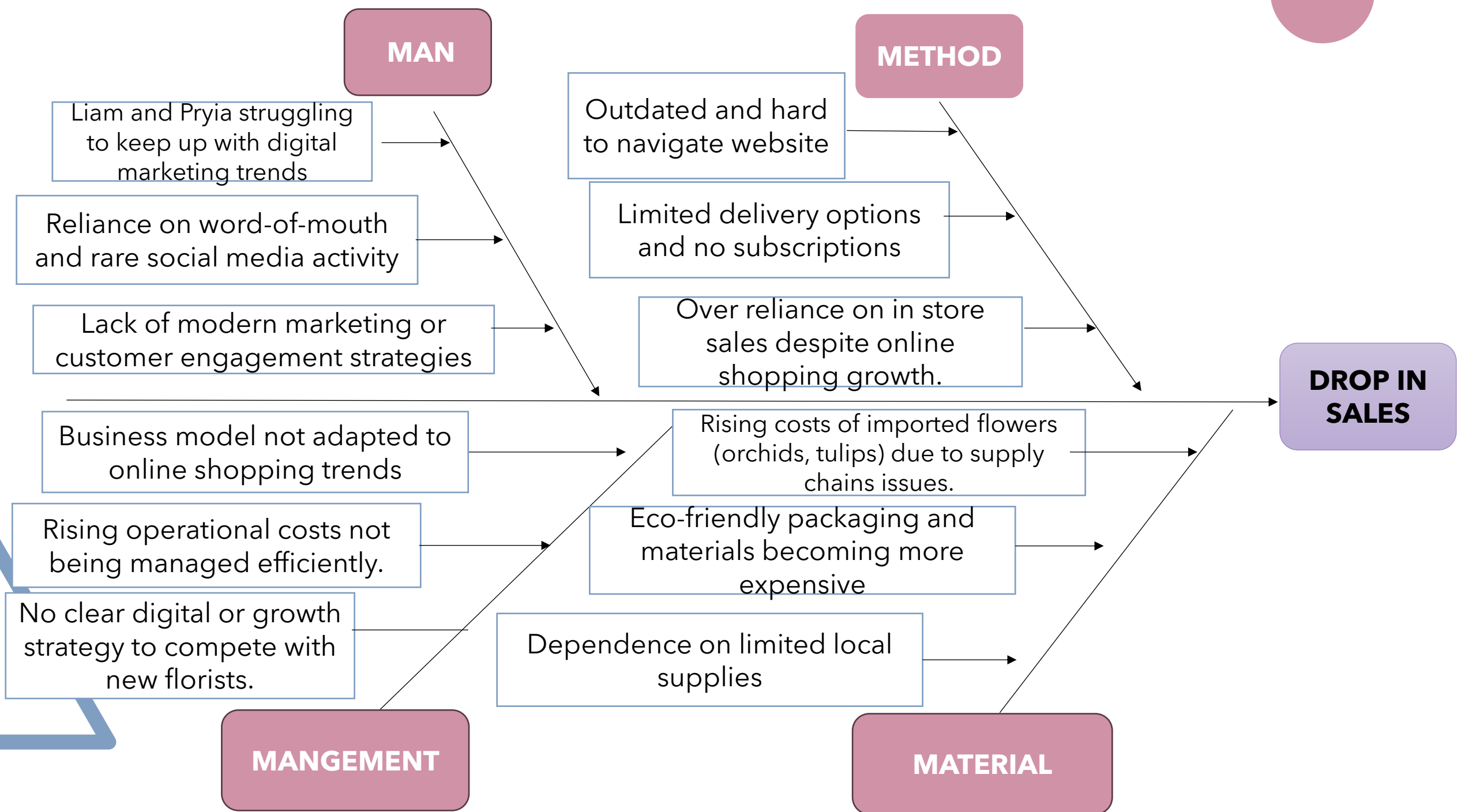
Environmental:

- 1.The business uses biodegradable packaging and locally sourced flowers, reflecting its sustainable values.
- 2.Climate and seasonal changes affect flower supply and quality, increasing costs



Legal:

- 1.Consumer protection laws require transparency in online sales, which Green Haven must improve through a better website.
2. UK environmental regulations affect packaging material and sourcing standards, adding extra compliance costs



Conclusion

Overall, Green Haven Florists is really at a point where they need to adapt. Their drop in sales isn't just about fewer customers it's a mix of higher costs, stronger competition, and not keeping up with how people shop online. But the good thing is, they've got a strong brand and loyal community behind them. If they focus on updating their website, improving their social media marketing and offering new things like delivery and subscription, they could easily start growing again. With the right changes, Green Haven can turn things around and stay successful for the long run.



References

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- British Florist Association (2024) *UK Floristry Industry Overview*. [Online] Available at <https://www.britishfloristassociation.org> (Accessed: 9 November 2025).



THANK YOU

**Thank you for listening.
Any questions or feedback are welcome.**

