

Module Title: Problem Solving and Decision Making

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Assessment: Component 2 Report

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Introduction

This report analyses the business situation of a small florist business called Green Haven Florist facing various operational and marketing difficulties. The objective is to examine the key problems affecting the business and suggest appropriate solutions to enhance its performance and growth.

One of the main concepts discussed in this report is an *online store*, which refers to a digital platform where customers can browse and purchase products over the internet. Another important concept is PMI (Plus, Minus, Interest), a decision making.

tool used to evaluate the advantages, disadvantages, and interesting aspects of different solutions.

Brief Explanation of the Specific Business Problem

Green Haven Florist is a small local business that sells fresh flowers and floral arrangements for different occasions. The business mainly relies on walk-in customers and traditional selling methods, which limits its ability to reach a wider audience. As more customers prefer online shopping, the lack of an online presence makes it harder for the business to compete with others.

One of the main problems is limited customer reach, as the business depends on people visiting the physical store. This reduces sales opportunities, especially during quieter periods. In addition, the business has limited marketing strategies and mainly relies on word of mouth instead of using social media or digital marketing to attract new customers.

Another cause of the problem is the inconvenience for customers who prefer to shop online. Without an online option, customers may choose competitors that offer more convenient services. These factors have negatively affected sales, customer growth, and overall business performance.

Suggested Two Alternative Solutions

Solution A: Development of an Online Store

- PMI analysis for solution A

Plus	Minus	Interest
Expands customer reach beyond the local area	Risk of online competition from other florist	May improve the brand image as a modern business
Improves customer convenience and satisfaction	Requires initial setup cost	Can introduce online promotions & discounts
Increases potential sales and revenue	Ongoing maintenance and updated required	Opportunity to offer customized flower arrangements online
Allows customers to order anytime (24/7 convenience)		Ability to connect with social media platforms for better engagement

Builds a more professional & modern business image		
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Establishing an online store would enable Green Haven Florist to overcome its current challenges by enhancing its market reach and making its products accessible to more customers. Currently this business depends on in-store walk in customers which restricts the ability to generate higher sales, an online platform will allow customers to browse and purchase at anytime which is more convenient.

Furthermore, an online store allows the business to promote its products through social media and other digital platforms, helping to attract new customers and increase brand awareness. It also enables the display of products with clear images and descriptions, improving customer engagement and satisfaction. Additionally, online ordering can support delivery services, making products more accessible. Overall, this solution can increase sales, enhance customer experience, and support long-term business growth.

Solution B: Social Media Marketing

This solution involves using social media platforms such as Instagram and Facebook to promote Green Haven Florist's products and services. The business can post images of floral arrangements, advertise special offers, and engage with customers online to increase visibility and attract new customers.

Plus	Minus	Interest
Low cost	Requires time and consistency	Opportunity to interact with customers
Reaches wide audience	May need digital skills	Receive feedback
Increases brand awareness	Results are not immediate	Build a loyal community
Easy to upload content		

This solution will help resolve the business problem by increasing awareness and attracting more customers without high costs. By promoting products online, the

business can reach people beyond its local area and encourage more sales. Overall, it can improve customer engagement and support business growth.

Justification for Selected Solution

Solution A, the development of an online store, is the most appropriate solution for Green Haven Florist. This is because it directly addresses the main problem of limited customer reach by allowing customers to browse and purchase products online at any time. Compared to Solution B, it provides a more permanent and structured way to increase sales and accessibility.

Higher weightings were given to factors such as increasing sales, customer convenience, and long-term growth, as these are critical to the success of the business. While cost and maintenance are important, they were given lower weightings because the long-term benefits outweigh the initial disadvantages. Therefore, Solution A is the most effective option.

Risk Analysis of the Selected Solution

Based on the results from your Risk Analysis:

The development of an online store may face several risks, including high initial setup costs, technical issues, and ongoing maintenance requirements. There is also a risk that staff may lack the necessary digital skills to manage the platform effectively. In addition, strong online competition from other florists could impact sales.

The criteria used to assess these risks include cost, likelihood, and impact on the business. Cost is important as the business has limited resources, while likelihood considers how probable each risk is to occur. Impact evaluates how seriously the risk could affect business performance. These criteria were chosen because they help prioritise risks and support better decision-making.

Plan to Implement the Selected Solution

Based on the Implementation Plan you have provided:

The implementation of an online store for Green Haven Florist should follow a clear order to ensure efficiency. First, planning and research should be completed, such as identifying customer needs and selecting a suitable website platform. This step is important as it forms the foundation for the project. Next, the website should be designed and developed, including product listings, images, and payment systems. This stage should be carefully scheduled to ensure the website is functional.

Responsibilities should be assigned based on skills. For example, a web developer or external service can manage the technical setup, while the business owner handles product details and pricing. Staff can be responsible for updating the website and processing online orders, while marketing tasks can be assigned to those with digital skills.

Time should also be allocated for testing before launch to reduce errors. This structured approach is justified as it improves efficiency and reduces potential risks.

Means of Measuring Effectiveness of Implementation of Selected Solution

Based on the KPI and SMART Objective table you have provided:

The implementation of an online store for Green Haven Florist should follow a clear and logical order to ensure efficiency. The first stage is planning and research, including identifying customer needs, setting goals, and choosing a suitable website platform. This stage is important as it provides direction and reduces the risk of errors later.

The next stage is the design and development of the website. This involves creating the layout, uploading product images and descriptions, and setting up payment systems. Adequate time should be allocated to ensure the website is functional and user-friendly. After this, a testing phase should be scheduled to identify and fix any issues before launch, ensuring a smooth customer experience.

Responsibilities should be assigned based on skills. A web developer or external provider can manage the technical aspects, while the business owner handles product details and pricing. Staff can process orders and manage customer service, while marketing tasks can be given to those with digital skills.

This structured approach is justified as it improves efficiency, reduces risks, and ensures successful implementation.

Conclusion:

In conclusion, Green Haven Florist is currently facing challenges due to limited customer reach and a lack of online presence. Two possible solutions were considered, including the development of an online store and the use of social media marketing. After evaluation, the online store was identified as the most effective solution as it directly addresses the key problem by increasing accessibility and sales opportunities. Although there are some risks, they can be managed with proper planning and implementation. Overall, adopting this solution will improve customer experience, increase revenue, and support the long term growth and success of the business.

Key Findings

The report identified several key findings regarding the challenges and potential improvements for Green Haven Florist. Firstly, the business has a limited customer reach due to its reliance on walk in customers and lack of an online presence. This significantly restricts sales opportunities and overall growth. Secondly, the absence of digital marketing strategies reduces brand awareness and makes it difficult to compete with other florists that operate online.

Another key finding is that customer preferences are shifting towards convenience, with many customers expecting the ability to browse and purchase products online. This highlights the need for the business to adapt to changing consumer behaviour. In addition, the development of an online store was identified as the most effective solution, as it directly addresses the issue of accessibility and has the potential to increase sales and customer engagement.

Finally, while risks such as cost and technical challenges exist, they can be managed through proper planning. Overall, the findings show that adopting digital solutions is essential for future growth.

Reference List

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The Key Performance Indicator is:

Specific	Measurable	Attainable	Relevant	Time-Bound
Questionnaire Observation Reviews	How many Qs? Which days? How long?	Who is going to do it? Is it attainable?	What type of data? On what? What's the point?	How long will it take to collect the data?