



Green Haven Florists

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Introduction to Green Haven Florists

- Independent florist shop founded in 2016 (Norwich, UK)
- Owners: Liam & Priya Patel
- Known for:
 - Bespoke floral arrangements
 - Eco-friendly focus – recyclable / biodegradable wrapping and minimal plastic (Hall et al., 2010).
 - Strong community reputation
- Customer types: walk-ins, weddings, corporate clients
- Current issue: declining revenue + competitive pressures (NFU, 2016; IDH, 2023)

Nature & Scope of the Problem (5W2H)

WHAT

30% drop in in-store sales;
rising costs

WHY

Online competition (Savills,
2018); outdated digital
presence; supply chain issues
(Fresh Produce Consortium,
2025)

WHERE

Norwich high street with
declining foot traffic
(Savills, 2018)

WHEN

Last 12 months

WHO

Owners, customers,
suppliers affected

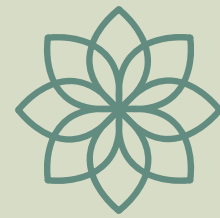
HOW

Reduced profitability,
limited growth, weak
online experience (Jiang,
Yang & Jun, 2013)

HOW MUCH

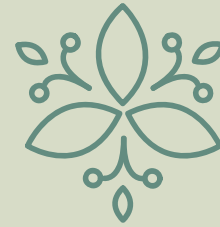
30% decline not offset by
small rise in online orders

External Factors (PESTEL)



Political

- Import regulation changes
- Post-Brexit delays (Fresh Produce Consortium, 2025).



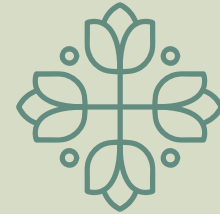
Economic

- Inflation rises; flower prices rises (NFU, 2016)
- Customers more price-sensitive (IDH, 2023)



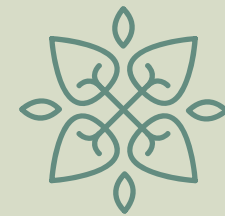
Social

- Shift to online shopping (Savills, 2018)
- Preference for subscriptions
- Social-media influence



Technological

- Outdated website; weak digital marketing
- Competitors use strong online tools (Jiang, Yang & Jun, 2013)



Environmental

- Sustainability expectations rises (Hall et al., 2010)
- Eco-materials cost rises
- Climate affecting supply



Legal

- Environmental packaging standards
- General retail & data compliance

Root Causes of the Decline

PEOPLE

Limited digital marketing skills; small team capacity

PROCESSES

Slow, outdated online ordering; limited delivery options

TECHNOLOGY

Weak social media; low online visibility; outdated website

ENVIRONMENT

Reduced footfall (Savills, 2018); new boutique competitor; national chain with low prices

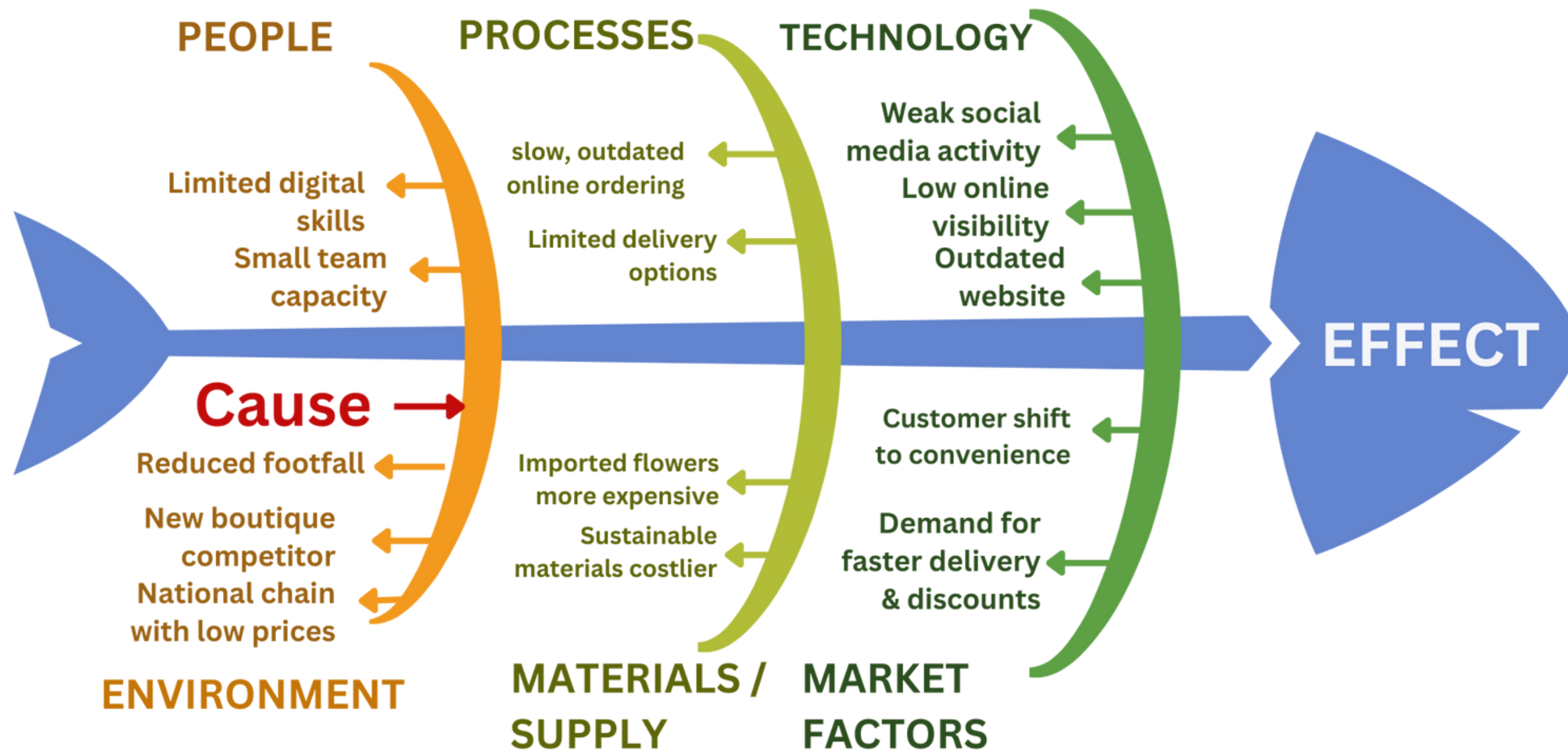
MATERIALS / SUPPLY

Imported flowers more expensive (Fresh Produce Consortium, 2025); sustainable materials costlier (Hall et al., 2010)

MARKET FACTORS

Customer shift to convenience, faster delivery & discounts (Nguyen et al., 2019)

Root Causes of the Decline (Fishbone Diagram)



Key Findings

- Decline caused by internal weaknesses + external pressures.
- Competitors outperform in pricing, delivery, and online presence (Nguyen et al., 2019).
- Sustainability is a strength but costly to maintain (Hall et al., 2010).
- Digital presence urgently needs improvement (Jiang, Yang and Jun, 2013).
- Customer expectations now centred on convenience, speed and online access (Jiang, Yang and Jun, 2013).

Conclusion

- Green Haven faces a multi-layered decline (sales, footfall, competition, costs)
- Analyses show the core issues: weak digital capabilities + rising external pressures
- Modernising online systems & delivery options is essential (Jiang, Yang and Jun, 2013)
- Leveraging sustainability values can strengthen competitive positioning (Hall et al., 2010)
- Addressing root causes supports long-term survival and growth

References

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THANK YOU!

Any Questions?