

MODULE NAME: Problem Solving and Decision Making

Module Code: LCLM4004

STUDENT NAME: Ma Corazon Macaspac

STUDENT ID: 2509848

LECTURER NAME: Anita Nan

Assignment 1: Presentation

OVERVIEW

Introduction

Company Background

Problem: Nature and Scope

PESTLE ANALYSIS: Green Haven Floris

Cause and Effect analysis: Fishbone Diagram

Conclusion

References

Introduction

This presentation analyses the challenges affecting Green Haven Florists, a small independent flower shop in Norwich. Founded in 2016 by Liam & Priya Patel. Known for eco-friendly packaging, specialises in bespoke floral arrangement. The business has a loyal customer base and strong community connections. However, over the past year the shop has experienced a **30% decline in in-store sales**. The presentation will examine the causes of declining in-store sales using business analysis tools including the **5W2H model, PESTEL analysis, and a Fishbone diagram**.

(BBC Business News, 2024)





Company Background

Green Haven Florist

- Founded in 2016
- Owners: Liam & Priya Patel
- Sells: Bespoke floral arrangements, bouquets, wedding flowers, and corporate floral services
- Strong Community Ties: Bespoke floral arrangements, bouquets, wedding flowers, and corporate floral services
- Unique Selling Point: Eco-friendly packaging and locally source flowers
- Reputation: Known for high quality flower arrangement with strong community relationship
- Current Challenge: 30% decline in in-store sales in the past 12 months

(Green Haven Florists Case Study, 2025)



The nature and scope of the issues impacting Green Haven Florists in-store sales

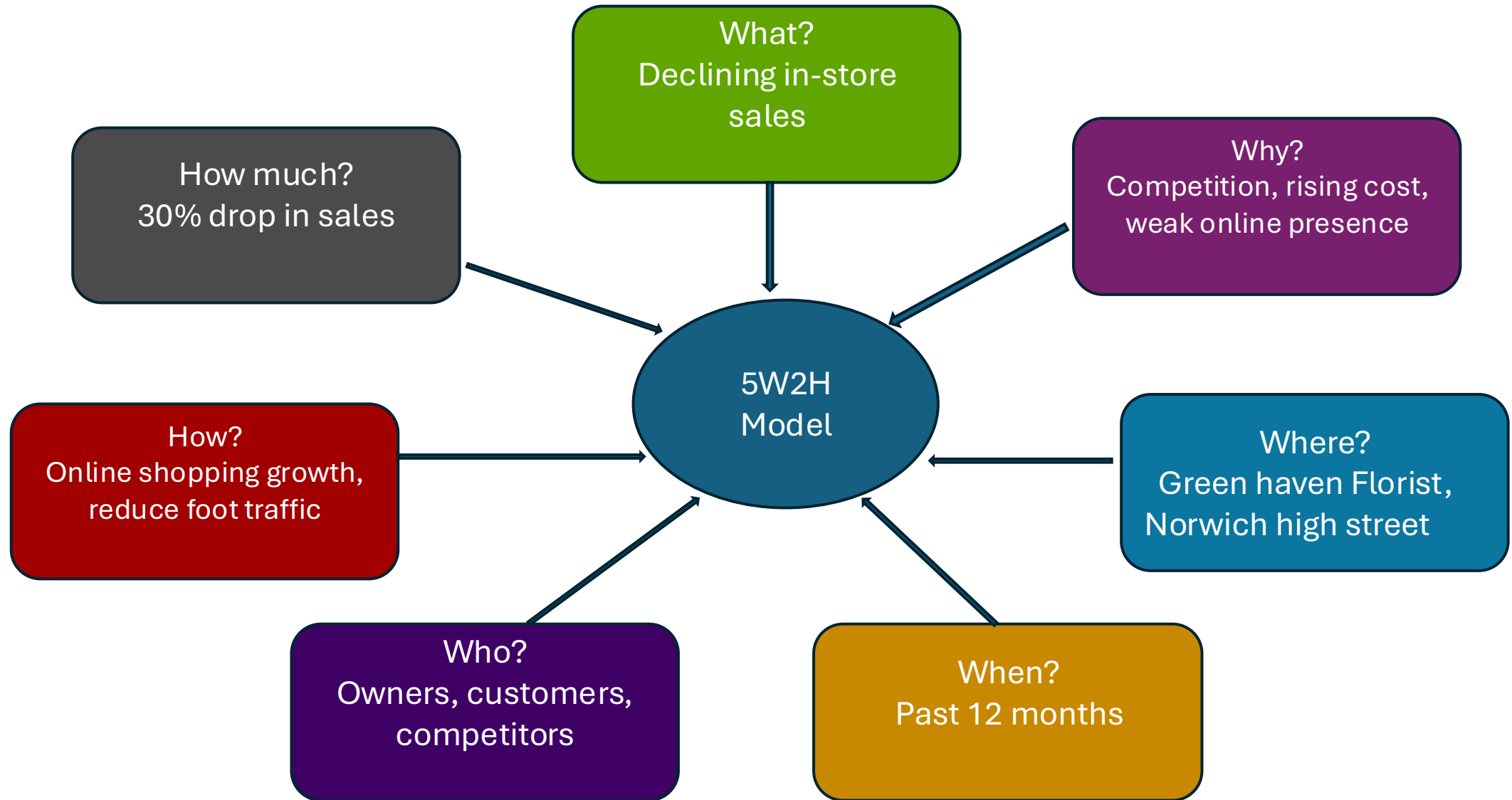
Scope of the Issue

- Reduce High Street Foot traffic
- Outdated Website
- Weak Digital Marketing
- Impact on Profitability

Nature of the Issue

- 30% drop in sales
- Shift to online shopping
- Higher Flower Supply Cost
- New local and Online Competitors

5W2H Model



(Kotler and Keller 2016)

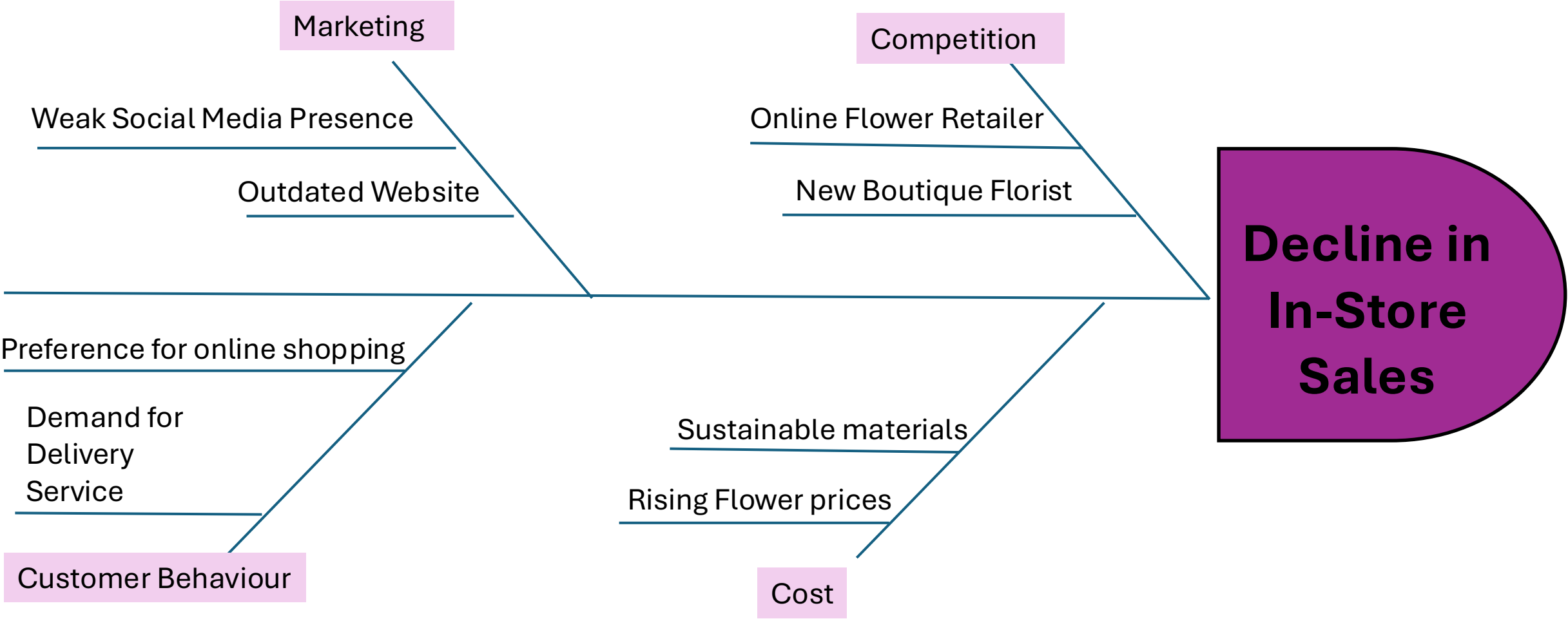


PESTEL Analysis

(Johnson, Scholes and Whittington, 2017)

Political	• Local Government Policies • Labor law
Economic	• Inflation • Rising Flower cost
Social	• Shift to online shopping • Demand for convenience
Technological	• Update website • Improve Social media digital marketing
Environmental	• Sustainability • Eco-friendly packing cost
Legal	• Local Business Regulations • Employment laws

Fishbone Diagram



(Ishikawa, 1985)



Key Findings

- In-store sales declined by 30% in the last year
 - Increased competition from online retailers
 - Reduced high street foot traffic
 - Rising costs affecting profitability
 - Weak digital presence and outdated website
 - Changing consumer behaviour towards online purchasing
-

Conclusion

- In summary, Green Haven Florists is facing several interconnected challenges.
- The main findings show that declining foot traffic, rising operational costs, stronger competition, and limited digital presence are significantly affecting sales.
- Addressing these issues will require **modernisation, improve digital marketing, and adapt to changing customer expectations.**

References

BBC Business News (2024) UK retail and inflation trends.

Green Haven Florists Case Study (2025) *Green Haven Florists business case study*. Module teaching material.

Ishikawa, K. (1985) *What is Total Quality Control? The Japanese Way*. Englewood Cliffs: Prentice Hall.

Kotler, P. & Keller, K. (2016) *Marketing Management*.

Johnson, G., Scholes, K. & Whittington, R. (2017) *Exploring Strategy*.

Thank

You

Question?

