

Problem solving & Decision Making



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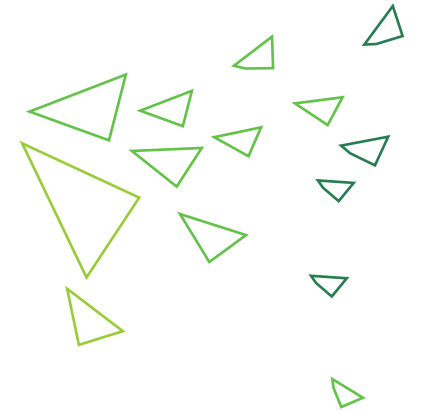
The Root Problem – 5W2H Model

What?	Where?	When?	Who?	Why?	How?	How much?
A bespoke, sustainable flower arrangement business is dealing with an exponential decline in walk in sales as well as a loss of profit.	Norwich, UK. The area where the shop is has seen a decline in foot traffic due to store closures and rise of online shopping.	Over the past 12 months, the company has seen a 30% decline in walk-in sales, with online orders only seeing a small boost.	Green Haven Florists - a tiny, independently owned flower shop owned by partners Liam and Priya Patel.	An unfortunate overlap caused by: economic issues and supply chain disruptions impacting operational costs, digitalisation making physical shops less appealing, and competitors with standout traits saturating the market.	Considering the company's profit is declining and they're losing customers to competitors, the problem needs an urgent solution.	30% decline in revenue and walk in sales.



PESTEL FRAMEWORK

An analysis tool which helps determine and understand external factors that may be impacting an organisation.



Why use it?

- advantages of this model
- disadvantages of this model

PESTEL Framework: Part 1



Political Factors

- New Brexit tariff regulations are making importing flowers more difficult (Tapper, 2024).
- Unstable political climate impacting consumer trends.



Economic Factors

- Inflation.
- stores closing down in the area due to financial reasons point to decrease in overall consumer spending trends.
- Rising utility costs.



Social Factors

- less people circulating in the area due to other stores closing down.
- online shopping is taking over.
- rise of social media trends.



Part 2



Technological Factors

- people are put off by the inaccessible website & lack of convenient national shipping options.
- a lack of social media understanding is causing other shops to steal the sales (Irmas, 2025).



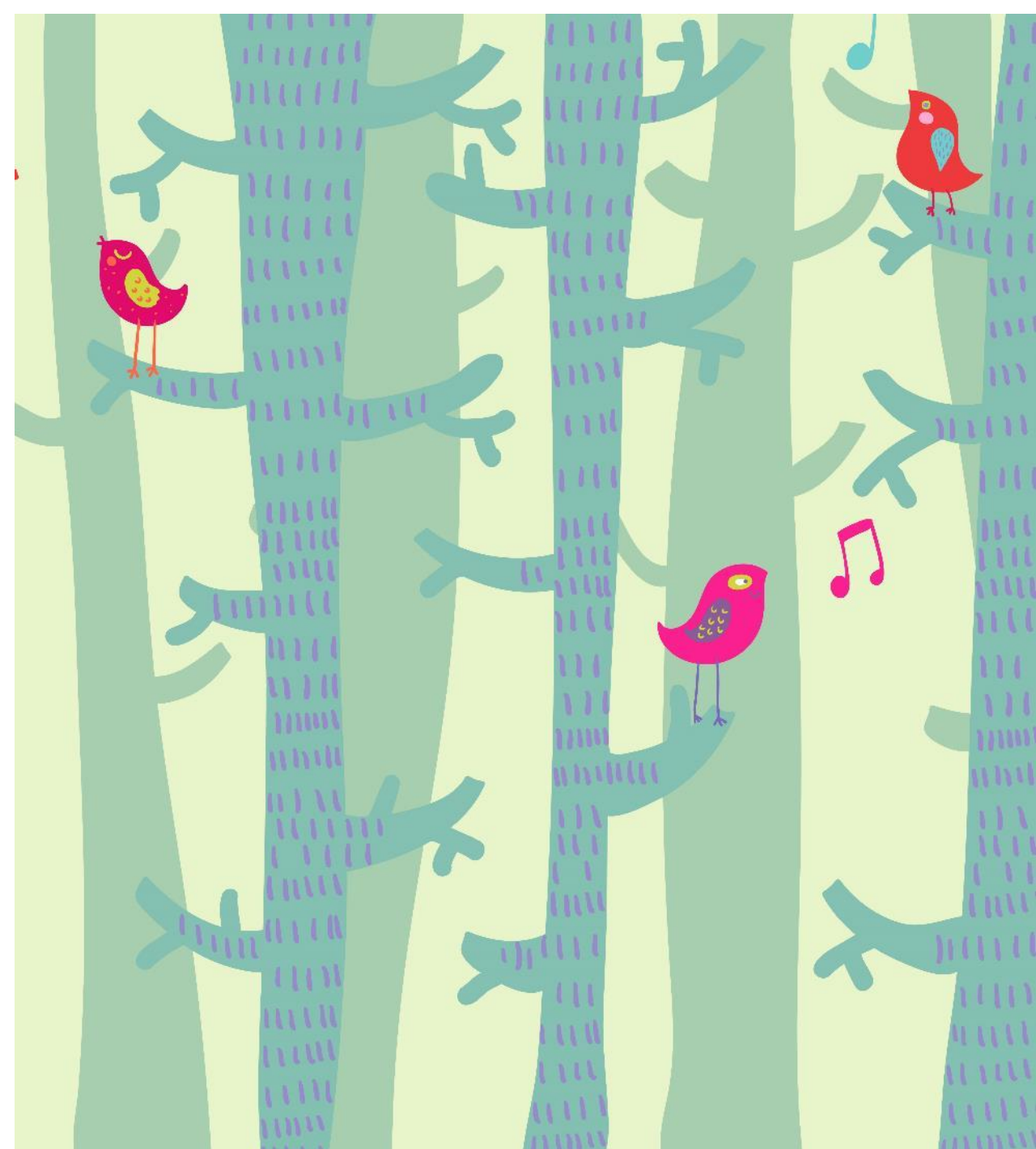
Legal Factors

- disruptions in the recent year due to global logistics challenges - shipping delays, legal labor issues, and flower shortages (Petal&Poem, 2024).



Environmental Factors

- Importing flowers causes carbon emissions, impacting the company's promise to have an eco friendly presence (Smith, 2024).



Cause-and-effect model

A visual tool which helps identify the main root cause of a problem.

- benefits of this model
- disadvantages of this model

Cause & Effect Model

Methods

- Little to **no social media** engagement (Instagram or TikTok)
- Old-fashioned **marketing style** (word-of-mouth)
- Limited **delivery options**
- Not offering **subscription options/member loyalty programmes** to keep customers hooked

Machines

- **Outdated website** that needs development.
- **Underdeveloped online booking & payment system**
- **Digital marketing tools not in use** (mainly SEO marketing)
- **No social media in app sales** (link in bio redirecting)

People

- **A lack of social media or marketing team**
- Priya and Liam are a 2-man team and **lack digital marketing skills**
- **Time limitations** preventing focus on vital matters like social media and website development.



Materials

- Supply chain disruptions such as labour and availability affecting **product consistency & customer return rate**.
- **High cost** of imported flowers (orchids, etc.).
- The pledge to **eco-friendly materials** means higher material costs.

Measurement

- **No system in place for gathering reviews** or feedback from customers.
- A limited sales trends report of online and in person sales.
- **No marketing tools to track engagement** with past campaigns & past success.

Environment

- **Decrease in walk ins** due to high street shop closures
Rise of online shopping over in-person due to cost & convenience
- **Economic factors:** supply chain disruptions, inflation, utilities costs
- **Increasing competition:** local trendy boutique & chain florist



Key Findings

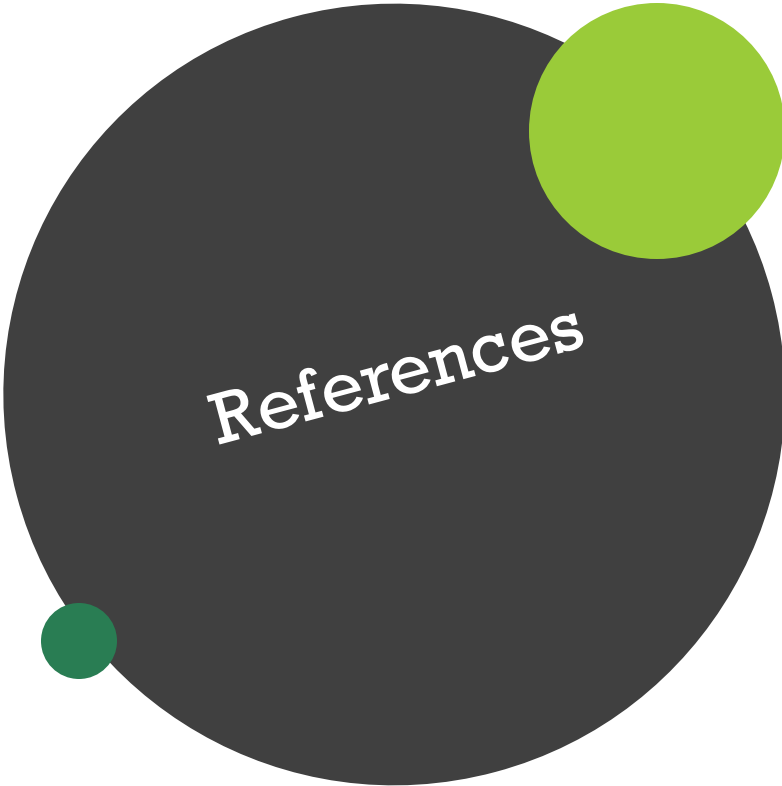
Summary tagline or sub-headline

1. External factors out of the company's control play a big role in the decrease of profit. These include nearby store closures and inflation and likely affect all businesses.
2. In an age of technology, the main way to maximise sales for the company would be making their website easy to navigate & provide a variety of shipping options.
3. Not having a social media platform prevents Green Haven Florists from advertising and using their eco friendly identity as a sales incentive, thus losing sales to other companies keeping up with trends.
4. Investing in marketing tools and social media can help the company track engagement with products and better cater to customer demands, minimising loss.

Thank You



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



References

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