

Case Study: Green Haven Florist



Module Name:
Module Code:
Student Name:
Student ID:
Lecturer:

Problem Solving Skills
LCLM4004
Ozmen Kuntay
2516437
Toyin Adisa

Presented by:
ozmen kuntay

Overview:

Green Haven Florist

- Norwich based independent florist founded in 2016 with an emphasis on bespoke designs, sustainability and community values.
- Facing 30% decline in instore sales over the past 12 months.
- Fall in high street foot traffic and growing competition from national and online retailers
- Consumers shifting to online shopping
- Rising cost from inflation and supply chain disruption
- Company has a poor digital presence



5W

Who?

Liam & Priya, staff,
Myself (consultant)

Customers,
competitors,
government

What?

30% decline in
instore sales

Where?

In the physical
shop on the high
street in Norwich

When?

The problem has
been observed
over the last 12
months.

Why?

A mixture of
general high street
decline, failure to
adapt to consumer
spending habits.

How?

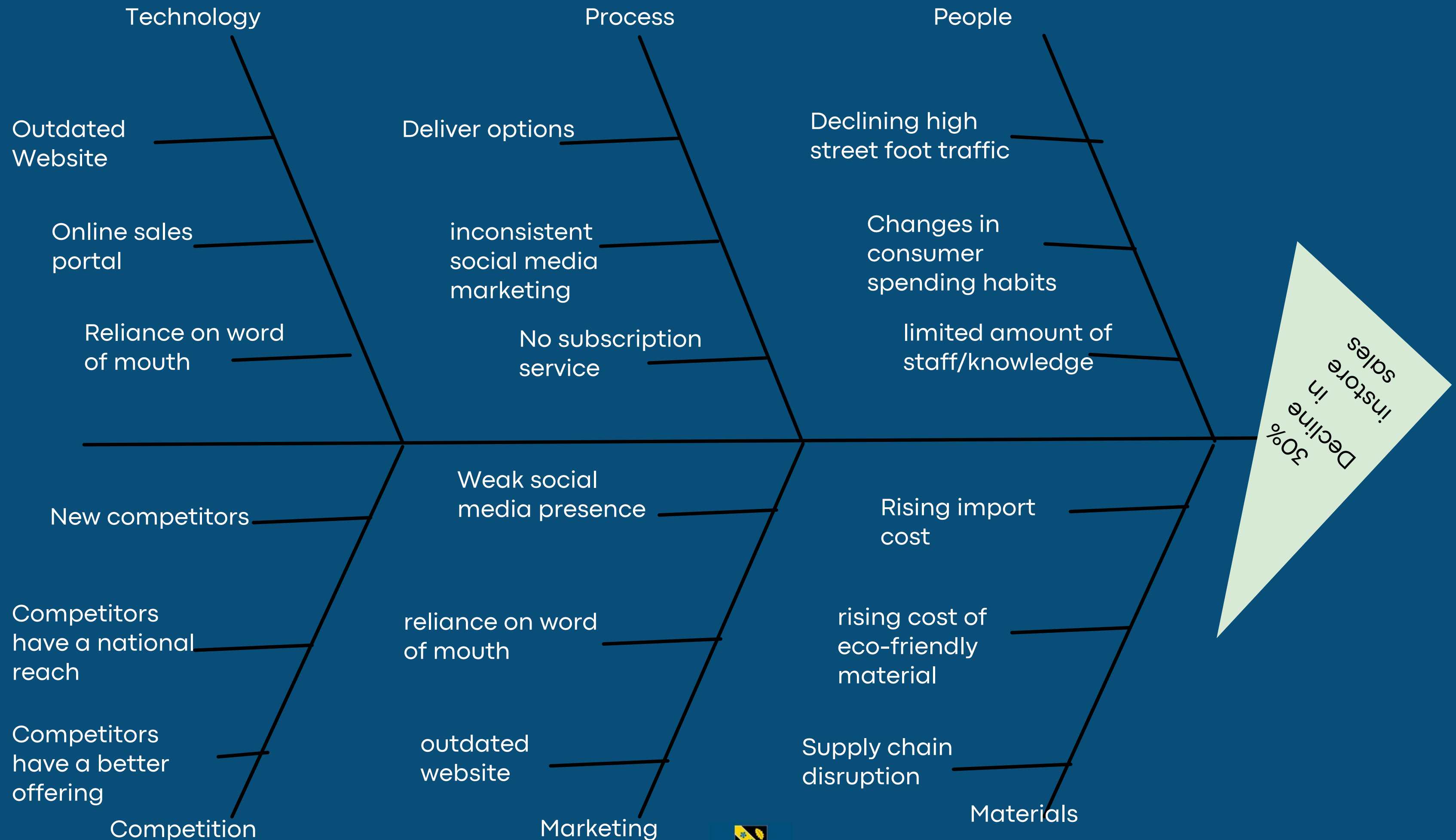
the company has
lost 30% in revenue

How much?

Updating their
website developing
a consistent social
media marketing
campaign

2H

P (Political)	E (Economic)	S (Social)	T (Technology)	E (Environment)	L (Legal)
◦ Uncertainty around Brexit causing supply chain disruptions.	◦ Rising import/export tariffs ◦ Rising cost of eco-friendly packaging material.	◦ Consumer shift towards online shopping ◦ More socially conscious consumer	◦ The company has an outdated website which is causing a poor user experience and low conversion rate ◦ Inconsistent social media and digital marketing	◦ Local sourcing ◦ sustainable supply chains	◦ Rising minimum wage ◦ Workers rights



Conclusion

Digital Transformation

Renovate website focusing aesthetics and UX as both can increase conversion rates by up to 400% (Userguiding, 2026)

Sales innovation

Introduce more buying options such as a subscription model and offer more delivery options.

Competition

Consider partnering with other business for example event planners and venues

Branding

Implement a regular schedule for posting content on social media platforms and consider hiring a full time social media manager as 62% of buyers say social content influence their purchase decisions (Keevee, 2025)

References

Hemant Vilas Belsare (2025); PESTLE ANALYSIS, Int. J. of Adv. Res., 13 (02), 608-612, ISSN 2320-5407. DOI URL.

Belyh, A. (2025) 37 Social Selling Statistics for 2025. <https://www.keeevee.com/social-selling-statistics>.

150+ UX (User Experience) Statistics and Trends (Updated for 2026) (no date).
<https://userguiding.com/blog/ux-statistics-trends>.

Email

Instagram

Call us

123-456-7890