

draft presentation

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Green Haven Florists: Diagnosing Decline and Strategies for Recovery

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Module: Problem Solving and Decision Making

Lecturer: Dr Koushik Das Sarma

Background

- • Small flower shop in Norwich, UK, opened in 2016
- • Known for eco-friendly flowers and personal service
- • Sales dropped by 30% in the last year
- • Costs rising and more people buy flowers online

Understanding the Problem (5W2H)

- • What: 30% drop in sales and profit, loss of foot traffic
- • Why: More online competition, higher prices, old website
- • Who: Owners Liam and Priya, their customers
- • When: Over the past 12 months
- • Where: Norwich shop and online store
- • How: Fewer walk-ins, weak digital marketing
- • How much: 30% loss in revenue, rising supply costs.

PESTEL – Outside Factors

- • Political: Brexit has made imports more expensive and difficult
- • Economic: Inflation increased costs
- • Social: People prefer online shopping
- • Technological: Website is outdated, needs improvements
- • Environmental: Green packaging costs more
- • Legal: Must follow online selling rules and regulations

Competition and Market

- • New local florist with strong Instagram marketing
- • Large national chain with low prices and fast delivery
- • Customers want convenience and value
- • Green Haven's strengths are not well shown online

Cause and Effect (Root Problems)

- • People: Limited digital marketing skills
- • Process: No delivery or subscription service
- • Technology: Old website and weak online sales
- • Market: Customer shift to digital buying
- • Suppliers: Higher flower costs
- • Environment: Expensive eco materials

Key Findings and Recommendations

- • Problem: Falling sales and poor online presence
- • Causes: High costs, weak digital marketing, strong rivals
- Recommendations:
 - 1. Improve website and add delivery options
 - 2. Use Instagram and email to promote
 - 3. Work with local flower suppliers
 - 4. Focus marketing on eco-friendly values

Source List

- • BBC News (2023) – UK retail trends
- • Statista (2024) – Online flower market data
- • Mintel (2023) – UK florist industry report
- • Kotler & Keller (2022) – Marketing Management, Pearson

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