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Student name:	Ancuta Batista	Student ID number:	2434846
Programme:	Certificate of Higher Education in Business Skills for the Workplace		
Module:	Problem Solving and Decision Making		
Module code:	LCLM4004	Contribution to Overall	50%
		Module Assessment (%):	
Module leader:	Anita Nan	Internal Verifier :	Lizeta Demetriou
	Annamarie Dufficy		Yohan Mendisi
Assignment Title:	Component 1:	Word count (or equivalent):	5 to 10 minutes per student presentation.
	Individual Presentation		
	Green Haven Florists		Plus 5 to 10 minutes per Question-and-Answer element.
Submission deadline:	Powerpoint slides to be submitted on the Moodle submission link by: Monday 13 th October 2025 10:00 am	Return date of provisional marks & written feedback:	14 th November 2025
	In-class presentations will take place week commencing 13 th October 2025		

Overview of presentation

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Overview of presentation

- In my presentation, I will briefly introduce Green Haven Florists and provide an overview of the nature and scope of the problem they are facing.
- I will also demonstrate the application of the 5W2H model to the analysis of the problems, discuss the critique and application of the PESTEL framework, and inspect the depth of the problem using a cause-and-effect model (Walton et al., 2019).



In my presentation, I will briefly introduce Green Haven Florists and provide an overview of the nature and scope of the problem they are facing. I will also demonstrate the application of the 5W2H model to problem analysis, discuss the critique and application of the PESTEL framework, and examine the depth of the problem using a cause-and-effect model (Walton et al., 2019). Finally, I will review the key findings and key insights for the business.

Green Haven Florists: Company Overview

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Green Haven Florists: Company Overview

- Green Haven Florists is a small, independent florist based in Norwich, UK, founded in 2016 by Liam and Priya Patel (Haven Florists, 2022).
- The shop quickly gained popularity for its unique floral arrangements, eco-friendly packaging, and strong ties to the local community.



Green Haven Florists is a small, independent florist based in Norwich, UK, founded in 2016 by Liam and Priya Patel (Haven Florists, 2022). The shop quickly gained popularity for its unique floral arrangements, eco-friendly packaging, and strong ties to the local community. The business's core strengths are its use of sustainable materials and personal care for its customers. However, in recent years, due to declining sales, increased online competition, and rising costs, Green Haven Florists is now facing the challenge of modernising its business model.

Problems Green Haven Florists are facing

Problems Green Haven Florists are facing

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- ❑ Green Haven Florists is currently facing its biggest challenge to business survival, as in-store sales have declined by nearly 30% in the past 12 months (Crane, 2022).
- ❑ The decline in sales is attributed to several factors: shifting consumer behavior towards online florists offering lower prices and faster delivery, and reduced foot traffic due to nearby business closures (Dean et al., 2024).



Green Haven Florists is currently facing its biggest challenge to business survival, as in-store sales have declined by nearly 30% in the past 12 months (Crane, 2022). This decline in sales has had a direct impact on the company's revenue, cash flow, and overall profitability. While online orders have increased slightly, it has not been able to offset the decline in store-based sales, leaving the business under financial strain.

The decline in sales is attributed to several factors: shifting consumer behavior towards online florists offering lower prices and faster delivery, reduced foot traffic due to nearby business closures (Dean et al., 2024). Additionally, new competition from a boutique with strong social media and a national chain has intensified market rivalry.

Green Haven faces both internal and external challenges. Internally, it struggles with limited digital capabilities, an outdated website, and a service model not aligned with customer expectations. Externally, factors like online competition, inflation, supply disruptions, and shifting shopping habits affect sales, underscoring the need for Green Haven to adapt to these market changes.

5W2H Analysis of Green Haven Florists’ Current Problems

5W2H Analysis of Green Haven Florists’ Current Problems		
Element	Question	Analysis / Insight
What	What is the main problem?	A 30% decline in in-store sales over the last 12 months, leading to reduced revenue and profitability.
Why	Why is this problem occurring?	Rising competition from online flower retailers, increased costs due to inflation and supply chain issues, and an outdated website (Zheng et al., 2020).
Where	Where is the issue taking place?	Primarily at the physical store in Norwich, UK, but also within their digital operations and marketing channels.
When	When did the issue start?	The decline began over the past year as online shopping trends accelerated and local retail activity declined.
Who	Who is affected by the issue?	Business owners, employees, local suppliers, and loyal customers who value sustainability and local sourcing.
How	How is the issue impacting the business?	It has led to lower profit margins, decreased customer retention, and financial strain, threatening the long-term sustainability of the business.
How Much	How much is the problem affecting operations?	In-store sales dropped by 30%, while the cost of imported flowers and eco-friendly materials increased significantly, reducing overall profitability.

Table 1: 5W2H Analysis of Green Haven Florists’ Current Problems

Source: (Kuligovski et al., 2021)

Element	Question	Analysis / Insight
What	What is the main problem?	A 30% decline in in-store sales over the last 12 months, leading to reduced revenue and profitability.
Why	Why is this problem occurring?	Rising competition from online flower retailers, increased costs due to inflation and supply chain issues, and an outdated website (Zheng et al., 2020).
Where	Where is the issue taking place?	Primarily at the physical store in Norwich, UK, but also within their digital operations and marketing channels.
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Who	Who is affected by the issue?	Business owners, employees, local suppliers, and loyal customers who value sustainability and local sourcing.

How	How is the issue impacting the business?	It has led to lower profit margins, decreased customer retention, and financial strain, threatening the long-term sustainability of the business.
How Much	How much is the problem affecting operations?	In-store sales dropped by 30%, while the cost of imported flowers and eco-friendly materials increased significantly, reducing overall profitability.

Criticism of the PESTEL Framework

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- The PESTEL framework is an analytical tool used to assess the external macro-environmental factors that affect a business. It helps businesses understand external changes and risks and is useful in strategic planning and expanding into new markets (Mohd Noor et al., 2024).
- It helps identify opportunities and threats.



The PESTEL framework is an analytical tool used to assess the external macro-environmental factors that affect a business. It helps businesses understand external changes and risks and is useful in strategic planning and expanding into new markets (Mohd Noor et al., 2024). It helps identify opportunities and threats. However, it has limitations. It focuses mainly on external factors, ignores internal strengths or weaknesses, and is often theoretical and descriptive, so it cannot give a complete picture of the real and dynamic business.

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the convenience of online flower delivery, makes eco-friendly.

Digital tools, limiting visibility and customer savvy online competitors.

and trade laws adds administrative cost and handling customer data online.

packaging strengthens its brand but increases

Source: (Thakur, 2021)

Factor	Sub-Factor 1	Sub-Factor 2	Discussion (Based on Case Study)
Political	Government support for eco-friendly businesses	Import regulations after Brexit	The UK government encourages sustainable practices; however, increasing supply delays and costs (Sturmberg & Marcum, 2023).
Economic	Inflation and rising costs	Reduced consumer spending	Inflation has raised the prices of imported flowers and packaging, while customers are shifting toward cheaper online options.
Social	Shift toward online shopping	Preference for sustainable products	Many customers now prefer the convenience of online flower delivery, though a niche market still values eco-friendly.

Technological	Outdated website and poor online presence	Competitors' digital marketing and same-day delivery	Green Haven lacks modern digital tools, limiting visibility and customer engagement compared to tech-savvy online competitors.
Legal	Environmental compliance laws	Business regulations and data protection	Adhering to eco-friendly and trade laws adds administrative cost and complexity, particularly for handling customer data online.
Environmental	Commitment to sustainable materials	Impact of climate and supply chain disruptions	The business's eco-friendly packaging strengthens its brand but increases expenses.

Criticism of Cause and Effect Models



Criticism of Cause and Effect Models

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- ❖ A cause-and-effect model is an analytical tool used to identify the root causes of problems and their effects, common in business problem-solving, quality control, and strategic decision-making (Zheng et al., 2020).
- ❖ It provides a structured approach that aids decision-making but is condemned for often assuming one-way relationships, which may oversimplify complex issues.

Basic cause and effect diagram



A cause-and-effect model is an analytical tool used to identify the root causes of problems and their effects, common in business problem-solving, quality control, and strategic decision-making (Zheng et al., 2020). It provides a structured approach that aids decision-making but is condemned

for often assuming one-way relationships, which may oversimplify complex issues. Insufficient data can also lead to incorrect determinations of cause-and-effect, increasing the risk of poor decisions.

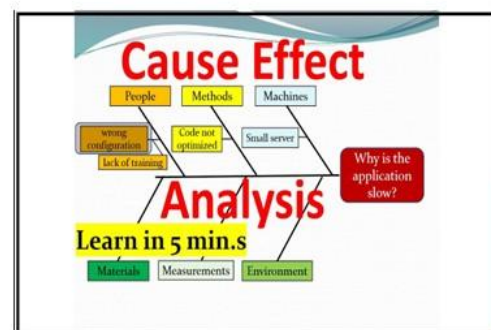
Application and Discussion of the Cause-Effect Model



Application and Discussion of the Cause-Effect Model

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- ✓ Applying the cause-and-effect model to the problem analysis of Green Haven Florists shows how various internal and external factors are leading to a decline in sales (Sturmberg & Marcum, 2023).
- ✓ For example, high supply costs and inflation, and the entry of two new competitors into the market are directly affecting the store's footfall and profitability



Applying the cause-and-effect model to the problem analysis of Green Haven Florists shows how various internal and external factors are leading to a decline in sales (Sturmberg & Marcum, 2023). For example, high supply costs and inflation (economic factors) and the entry of two new competitors into the market (external competition) are directly affecting the store's footfall and profitability. An outdated website and limited digital marketing are hindering customer attraction and online sales growth. The decline in sales results from multiple factors, and understanding the impact of each is essential for the business to implement effective strategies.

Green Haven Florists: Key Findings



Green Haven Florists: Key Findings

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- ❖ **Key Finding 1:** In-store sales have declined by nearly 30% in the past 12 months, directly impacting the business's revenue and profitability (Silverajah et al., 2022).
 - ❖ **Key Finding 2:** Due to online competition and changing consumer trends, many regular customers are turning to the convenience and lower prices of larger online florists.
 - ❖ **Key Finding 3:** Internal issues include an outdated website, limited digital marketing capabilities, which are hindering customer engagement.
 - ❖ **Key Finding 4:** Rising costs, including rising prices for imported flowers and the cost of durable materials.
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Key Finding 1: In-store sales have declined by nearly 30% in the past 12 months, directly impacting the business's revenue and profitability (Silverajah et al., 2022).

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Key Finding 4: Rising costs, including rising prices for imported flowers and the cost of durable materials.

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