

Green Haven Florists Casa Study

Problem Solving and Decision Making



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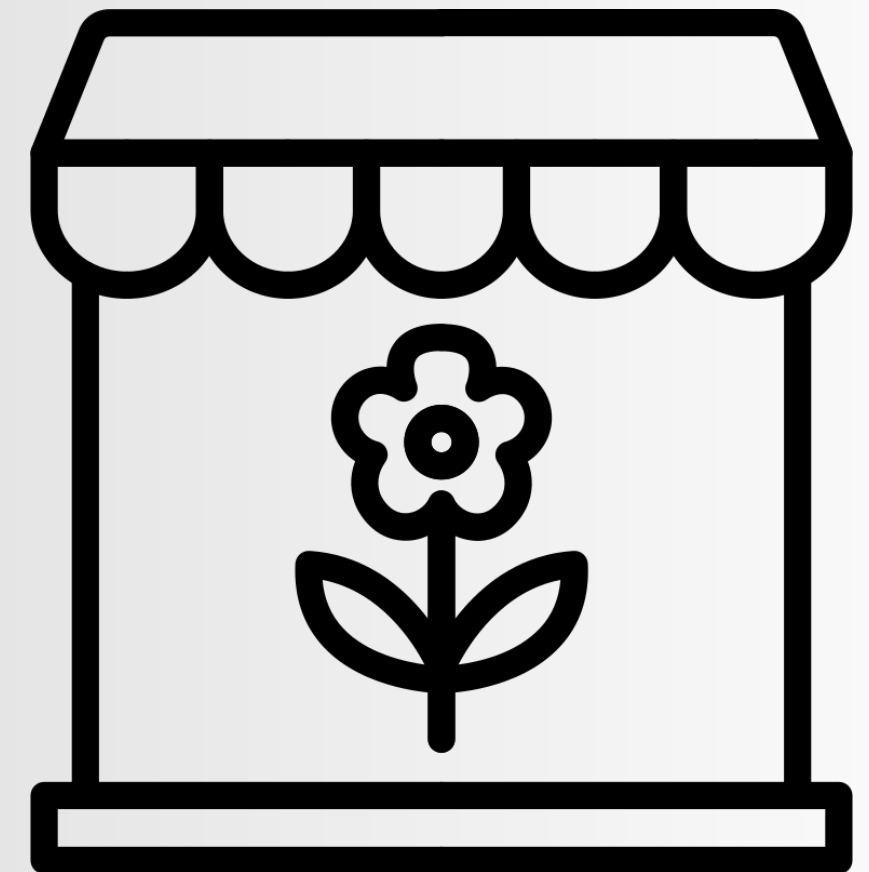
Presentation Overview

- **Overview** of Green Haven Florists
- **Nature** and scope of the problem
- **Application** of the 5W2H model
- **PESTEL** framework analysis
- **Cause-and-Effect** (Fisbone) analysis



Overview of Green Haven Florists

- **Green Haven Florists is a small florist business**
- **The company operates in the retail flower industry**
- **It sells flowers for events, occasions, and daily customers**
- **The business relies mainly on in-store sales**
- **Recently, the business has experienced a decline in performance**



Nature and Scope of the Problem

- **Green Haven Florists** has experienced a decline in in-store sales
- **Foot** traffic to the physical store has reduced
- **Online** sales have not fully compensated for in-store losses
- **Increased** competition from online florists is impacting the business
- **Rising** operating costs are affecting profitability



Application of the 5W2H Model

- **What ?**

Decline in in-store sales at Green Haven Florists

- **Why ?**

Increased online competition and reduced foot traffic

- **Who ?**

Business owners, staff, and customers

- **Where ?**

Physical store location in Norwich

- **When ?**

Over the last 12 months

- **How ?**

reduced customer visits and higher operating cost

PESTEL Analysis of Green Haven Florists

- **Political**

Local business regulations and trading policies

- **Economic**

Rising inflation and increased operating costs

- **Social**

Changing customer preferences towards online shopping

- **Technological**

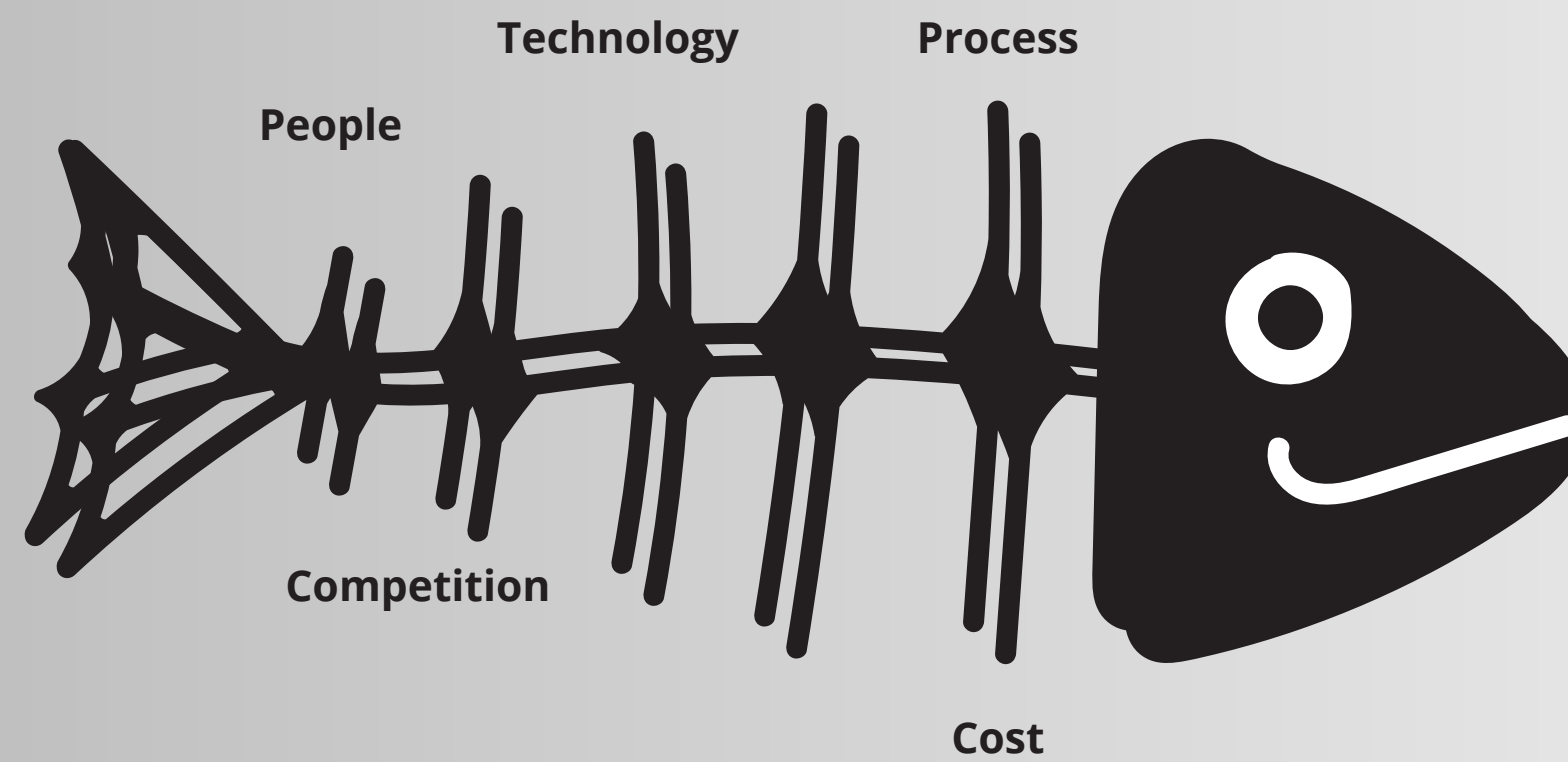
Growth of online platforms and digital marketing tools

- **Environmental**

Increased focus on sustainability and eco-friendly practices

- **Legal**

Compliance with employment and consumer protection laws



Decline in in-store sales

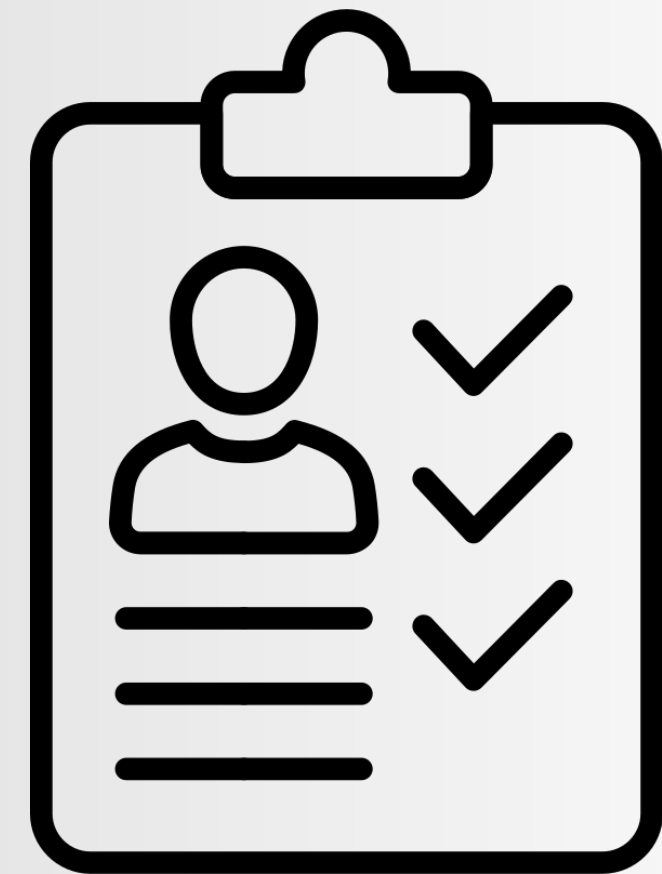
Key Findings

- The main problem is the decline in in-store sales
- Fewer customers are visiting the physical shop
- Online florists are becoming more popular
- The business does not use digital tools effectively
- Higher costs make it harder for the business to perform well



Possible Solutions

- Improve online presence
- Use social media to attract customers
- Offer online ordering and delivery
- Use promotions and discounts
- Improve in-store customer experience
- Create partnerships with local businesses



Recommended Solution

- The recommended solution is improving digital marketing
- Social media can help reach more customers
- This solution is low cost and easy to implement
- Improve in-store customer experience
- Create partnerships with local businesses



Implementation Plan

- Create social media accounts
- post regularly about products and offers
- Monitor customer response
- Review results after a few months



Conclusion

- Green Haven Florists faces a decline in in-store sales
- Several factors affect the business performance
- Digital tools can support future growth

