

Student Name: Mihaela Ion

Student ID: 2441111

Lecturer's Name: Chijioke Uba

Module Name: Problem Solving and decision making

Component 1: Green Havan Florists

Introduction

Good evening my name is Mihaela and today I will solve all the problems on green Havan florist and will write an overview on it

I will use a cause-and-effect model

I will also use a critique on a Pestel framework

I will use a 5w2h model

Finally, I will look for key findings

Overview

Green Heaven Florist, a flower shop business in Norwich UK

the best shop for best floral arrangements

First started in 2016 by Liam and Priya Patel

30% decline in sales in 12 months because of inflation and costs

They have bad reviews on their online flower shop

Insight

problems

The shop has a 30% decline in sales

Online shop hard to navigate

Bad customer reviews

More competition

Location is not good

Reasons

Internal:

The shop is hard to use making customers feel confused and giving bad reviews

Shops nearby have shutdown/the location is not good anymore

External:

Prices of imported flowers have increased due to inflation

Customers buying online rather than in shop

The company has no control over the prices of imported flowers as well as their location. Lack of experience in running an online shop.

5W2H MODEL

WHAT	WHERE	WHEN	WHO	WHY	HOW	HOW
30% decrease in store sales	Norwich Flower shop	Past 12 months	Co-founders	Prices of imported flowers have increased	SO serious	Effecting their business very much, losing money
Inflation increased cost of flowers due to supply chain problems	The shop is in UK Norwich	The company is going down bad with multiple bad reviews and losing clients	The partners Liam and Priya Patel are the founders	The team can't afford the costs of the expensive flowers	This is a verry serious problem and should be fixed straight away	too much money being lost

Critique of Pestel Framework

A useful tool for analysing the external environment that affects a business.

Helps look for external factors which is very helpful.

It has several limitations which is what's bad about it.

Pestel Framework

Political factors	Economic factors	Social factors	Technological factors	Legal factors	Environmental factors
Import and trade regulation	inflation	Changing shopping habits	Ecommerce growth	Consumer protection laws	Climate change
Support for small or sustainable business	Consumer spending	Increased environmental awareness	Social media marketing	Health and safety regulations	Sustainable sourcing

Critique for cause-and-effect diagram

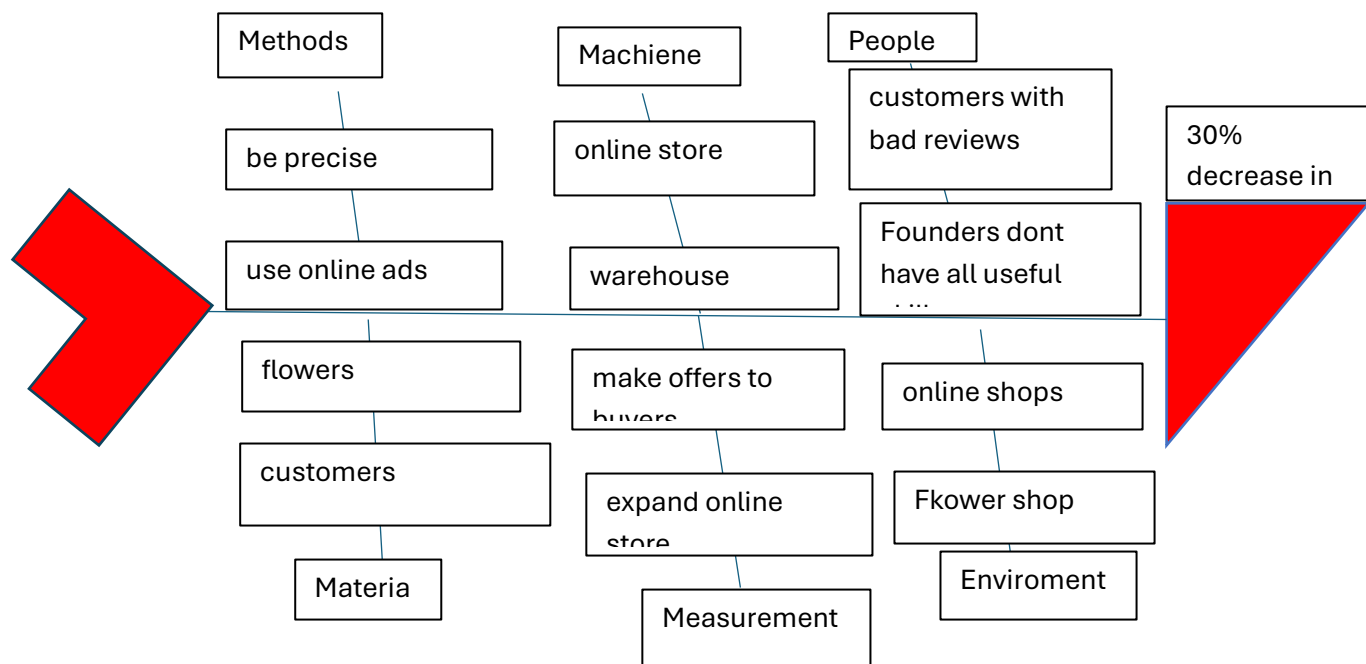
Easy to use

Doesn't focus on solutions but on causes

Could use in this situation

Helps a business a lot

Fishbone diagram



Key findings

The founders need to learn more on how to set up and build online store

Not enough work being performed

They should find a new supplier for flowers

References

Smith, John (S.J). Green Havan Florist. Quickly gained a reputation for its bespoke flower arrangements

Smith, John (S.J). Green Havan Florist. Rising costs have further strained the business

Smith, John (S.J). Green Havan Florist. Customer feedback has revealed mixed sentiments.

Smith, John (S.J). Green Havan Florist. Seen a 30% decline in store sales

Smith, John (S.J). Green Havan Florist. customers now prefer the convinience and lower prices of large online flower retailers.

**THANK YOU FOR YOUR TIME AND THANK YOU FOR
LISTENING!!!!**

Any Questions?