

Problem solving and decision making

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Component 2 report

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Introduction

The purpose of this report is to discuss how green haven florist is facing a loss of clientele due to loss of clientele because of competitors on the high street, also due to having a shop hard to navigate.

The process of finding solutions to problems (Cambridge dictionary, 2024)

Green haven florist is a florist store based in Norwich, UK. established in 2016. The business built a strong reputation for their bespoke floral arrangements and being eco friendly and close connections. However, the store has experienced significant decline in, in store sales due to high competition from other high street stores, reduced foot traffic, the biodegradable wrapping being expensive to uphold. Whilst also having a store difficult to navigate and an outdated website .

Solutions

Solution A – green haven to create a website to get up to date with social media to promote their business

plus	Minus	Implications
More customers	Not able to apply demand	Customers would not be able to navigate website
Customers can enquire directly	Time consuming	You must spend time creating content
Nice presenting can look appealing	Lots of competition	Customers get higher expectation
Can promote offers easily		Negative reviews can have a negative impact
24/7 visibility		

This solution is good as it will help Green Haven Florist problem of lacking in digital trends and keep up with their customers wants and demands. In turn this can boost their reputation and good word of mouth. Creating a website for your business can also help new customers learn more about your business and it will help build credibility and trust. A well-built website is vital as it is the first impression. A website is not only just nice, but it is a necessity, it is also important to engage with customers thus can help understand what customers want and can provide you with more knowledge. It is greatly beneficial when the website is up to date as research by (Yell Business, 2026) shows four out of nine percent of respondents said they are less likely to give them their business also thirty seven percent said they would not use their business and ten percent said if they came across a out of date information on a website they would leave a bad review on social media. This shows why it is vital that Green Haven Florist should keep up to date and track this will then make sure they are not behind and will in turn benefit, with potential clients

Solution b – the store can create online subscriptions, to create customer loyalty and convenience. It also noted that this is customers demand .

plus	minus	implication
Helps create a steady income	Will need to pay to set it up	Not able to improvise
Customer loyalty	Must have good delivery and scheduling services	Must rely on customers preferences
convenient for customers	Customers may cancel	Need to learn digital market skills
	Busy delivery periods may lead to delays	
	Difficulty maintaining value	

Solution b – this solution is good as it creates loyal customers, they would not have to rely on one off purchases as subscriptions creating on going revenue depending on how long the subscription is, and subscriptions make customers come back automatically. Liam and Priya would know how much stock they would need to buy each week and it can reduce waste and plan deliveries efficiently. “High churn rates could damage a brand's reputation. In the e-commerce environment – where online reviews and word of mouth play a significant role in customers buying decisions “(Stripe.com, 2023)

Justification would be solution A as this will build cliental, help build a better reputation and make sure customers are able to conveniently buy flowers and it would be less pressure for the florist to support the upkeep of the Business ,according to (max2021,2024) a website will help you manage things in a world that relay on technology. Having a website also makes your business more trustworthy and give your business more visibility.

Risk analysis what could go wrong with chosen solution

The risk with solution A would be maintaining the business as-well as having to put time to stay up to date with social media and marketing this could potentially put a strain on green haven. Creating a website requires time, effort, and money. Therefore, the downside could be this investment could waste some of that if they do not create a good strategy. There is also a potential risk of the website getting a bad reputation if the website is outdated or substandard quality, because for customers this can show bad professionalism. According to. BRANDefenders,2026) “A business with a 1-1.5 rating on any site reports 33% less revenue than the average business “therefore it us important to manage customers and disengage with negativity, as negative and a controversial digital footprint can be damaging.

Implementation of solution

Measuring the implementation of the solution

Actions	Description	Time frame	Staff responsible
Decide what they want	Liam and priya Patel will discuss about the new things they will put on the company’s website	1 week	Priya Patel and Liam
Choose a website name	Priya and Liam decide on what catching name	2 weeks	Priya Patel and Liam
Pick which platform	They decide which social media platform	4 days -1 week	Priya Patel and Liam
Design your website	U plan and create what you want tour website to look like	2- 4 weeks	Priya Patel and Liam Hire an external site developer

Create your content	Decide on if you want to make videos or promote using text	2- 3 weeks	Priya Patel and Liam
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Evaluation

Liam and priya Patel will have a meeting and prepare a plan. they will agree on a name of the website. they will decide as a team which website and platform they want to create on. Finally, they will decide together what type of content they will want to post.

Monitoring

Monthly the staff will check the analytics of their social media account to see how it is going and to check if they need to make any improvements. They will check if the sales have increased by 30%. Staff will check how long customers stay on the website to check engagement. Track outcomes, like purchases. After three months staff are to check this is proper and if it need adjusting. And to stay up to date with trends. Staff should also check if visitors on the page are increasing, and make sure the website is easy to navigate and up to date . It also needs to be mobile friendly. And compare online sales versus in store sales to see which one is doing better.

Measuring the implementation of the solution

KPI

A key performance indicator would be if they gain more customers and better performance, track how much income is being made from online sales, check where their visitors are coming from, how many customers come back from one sale. If these have increased it shows Liam and priya Patel are on to a good path and should keep this going for the planned duration.

Smart

the goal is to increase revenue by 60% within 6 months of launching a website, choosing which platform in 1 week, designing a website in under a month and creating content in 2-3 weeks.

Conclusion

This report focuses on how green haven florist can boost their clientele, measuring the implementations, pros, and cons, two solutions have been provided and evaluated. Smart goal has been established and a key performance indicator.

References

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