Case Study: Green Haven Florist

Module Name:	Problem Solving Skills
Module Code:	LCLM4004
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Overview: Green Haven Florist

- Norwich based indipendent florist founded in 2016 with an emphasis on bespoke designs, sustainability and community values.
- Facing 30% decline in instore sales over the past 12 months.
- Fall in high street foot traffic and growing competition from national and online retailers
- Consumers shifting to online shopping
- Rising cost from inflation and supply chain disruption
- Company has a poor digital presence

5W

Who?

Liam & Priya, staff, Myself (consultant)

Customers, competitors, government

What?

30% decline in instore sales

Where?

In the physical shop on the high street in Norwich

When?

The problem has been observed over the last 12 months.

Why?

A mixture of general high street decline, failure to adapt to consumer spending habits.

2H

How?

the company has lost 30% in revenue

How much?

Updating their website developing a consistent social media marketing campaign

P (Political)	E (Economic)	S (Social)	T (Technology)	E (Environment)	L (Legal)
◦ Uncertainty around Brexit causing supply chain disruptions.	◦ Rising import/export tariffs ◦ Rising cost of eco-friendly packaging material.	◦ Consumer shift towards online shopping ◦ More socially conscious consumer	◦ The company has an outdated website which is causing a poor user experience and low conversion rate ◦ Inconsistent social media and digital marketing	◦ Local sourcing ◦ sustainable supply chains	◦ Rising minimum wage ◦ Workers rights

Technology
Outdated Website
Online sales portal
Reliance on word of mouth
New competitors
Competitors have a national reach
Competitors have a better offering
Competition
Process
Deliver options
inconsistent social media marketing
No subscription service
Weak social media presence
reliance on word of mouth
outdated website
Marketing
People
Declining high street foot traffic
Changes in consumer spending habits
limited amount of staff/knowledge
Rising import cost
rising cost of eco-friendly material
Supply chain disruption
Materials
20% Decline in instore sales

Conclusion

Digital Transformation
Renovate website focusing aesthetics and UX as both can increase conversion rates by up to 400% (Userguiding, 2026)

Sales innovation
Introduce more buying options such as a subscription model and offer more delivery options.

Competition
Consider partnering with other business for example event planners and venues

Branding
Implement a regular schedule for posting content on social media platforms and consider hiring a full time social media manager as 62% of buyers say social content influence their purchase decisions (Keevee, 2025)

References

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