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Student Name: Jordana Nunes De Moura Oliveira

Student Number: 2510588

Lecturer's Name: Nerys Dosseh

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Introduction

Green Haven Florists is a small independent flower shop located in Norwich, UK, founded in 2016 by Liam and Priya Patel. The business built a strong reputation through its high-quality floral arrangements, eco-friendly packaging, and strong community relationships. It serves a diverse customer base, including walk-in clients, corporate customers, and wedding events. The company's focus on sustainability and personalised service helped it stand out in the local market.

However, over the past year, the business has faced serious challenges. There has been a noticeable decline in both revenue and customer footfall, mainly due to increased competition from online flower delivery services and rising operational costs. Although online sales have slightly increased, they have not been enough to offset the drop in in-store purchases.

This report aims to analyse the key issues affecting Green Haven Florists and propose practical solutions. It will also evaluate risks, provide an implementation plan, and suggest ways to measure success. The goal is to help the business adapt to modern retail trends and improve its overall performance.

Brief Explanation of the Specific Business Problem

The main problem facing Green Haven Florists is the decline in in-store sales, which have dropped by approximately 30% in the last year. This decrease is mainly caused by changing customer behaviour, with more people choosing to shop online rather than visiting physical stores. Additionally, the shop's location has become less attractive due to nearby business closures, reducing foot traffic in the area.

Another key issue is increasing competition. Large online flower retailers offer lower prices, fast delivery options, and frequent discounts, making them more appealing to customers. At the same time, new local competitors have entered the market, including a boutique florist with a strong social media presence and a national chain with competitive pricing.

Internal challenges also exist. The company's website is outdated and difficult to use, which affects online sales. Furthermore, the business has not fully adapted to digital marketing trends, relying mainly on word-of-mouth. Rising costs of flowers and sustainable materials have also reduced profitability, making it harder for the business to compete effectively.

Suggested Two Alternative Solutions

Solution A

One possible solution is to improve the company's digital presence by redesigning its website and investing in online marketing. This would include creating a user-friendly

website with easy navigation, mobile compatibility, and an online ordering system. In addition, the business could use social media platforms such as Instagram to showcase its floral designs and attract younger customers. Offering subscription services and flexible delivery options could also increase customer loyalty and online sales.

Solution B

A second alternative solution is to enhance the in-store experience to attract more customers back to the physical shop. This could involve hosting workshops, such as flower arranging classes, and organising community events to strengthen relationships with local customers. The shop could also redesign its layout to create a more engaging and welcoming environment. Offering personalised services and exclusive in-store products could differentiate the business from competitors.

Both solutions aim to address the decline in sales, but they focus on different areas: one on digital growth and the other on improving the physical retail experience.

Justification for Selected Solution

The most suitable solution for Green Haven Florists is to improve its digital presence and invest in online sales channels. This option is more aligned with current market trends, as consumer behaviour is increasingly shifting towards online shopping. By having a modern, user-friendly website and active social media platforms, the business can reach a wider audience beyond its local area.

This solution also helps the company compete with larger online retailers by offering convenience, which is a key factor for customers today. Features such as same-day delivery, subscription services, and easy online ordering can attract new customers and retain existing ones. Additionally, digital marketing is relatively cost-effective compared to traditional advertising methods.

Improving the online presence does not mean abandoning the physical store but rather supporting it. Increased online visibility can drive more customers to visit the shop as well. Overall, this solution provides long-term benefits, increases sales opportunities,

and allows the business to adapt to the changing retail environment more effectively than focusing only on in-store improvements.

Risk Analysis of the Selected Solution

While improving the digital presence offers many benefits, it also comes with certain risks. One major risk is the financial cost of developing a new website and investing in digital marketing. As a small business, Green Haven Florists may have limited resources, and there is no guarantee of immediate returns on this investment.

Another risk is the lack of digital skills within the business. Liam and Priya may need training or external support to manage online platforms effectively. If not handled properly, the website or social media accounts may not perform as expected, reducing the potential benefits.

There is also strong competition in the online market. Larger companies already have established platforms and customer bases, making it difficult for Green Haven to stand out. Additionally, managing online orders and deliveries may create operational challenges, such as delays or customer dissatisfaction.

Despite these risks, they can be reduced through careful planning, budgeting, and possibly outsourcing technical tasks. Overall, the potential benefits still outweigh the risks if the strategy is implemented correctly.

Plan to Implement the Selected Solution

The implementation of the digital improvement strategy can be done in several steps. First, the business should conduct research to identify customer needs and preferences for online shopping. This will help in designing a website that meets user expectations.

Next, Green Haven Florists should hire a professional web developer or use a website-building platform to create a modern, easy-to-use website. The site should include features such as product categories, online ordering, secure payment options, and delivery choices.

After launching the website, the business should focus on digital marketing. This includes creating social media accounts, especially on Instagram, and regularly posting high-quality images of floral arrangements. Paid advertising and promotions can also help increase visibility.

Staff training is also important to ensure smooth management of online orders and customer service. Finally, the business should monitor performance regularly and make improvements based on customer feedback.

This step-by-step approach ensures that the solution is implemented effectively and sustainably.

Means of Measuring Effectiveness of Implementation of Selected Solution

To evaluate the success of the digital strategy, Green Haven Florists should use several performance indicators. One key measure is the increase in online sales. Comparing sales figures before and after the website launch will show whether the strategy is effective.

Website analytics can also provide useful data, such as the number of visitors, time spent on the site, and conversion rates. These metrics help understand customer behaviour and identify areas for improvement. Social media engagement, including likes, shares, and comments, is another important indicator of success.

Customer feedback is also valuable. Reviews and surveys can provide insights into customer satisfaction and highlight any issues with the online experience. Additionally, tracking repeat purchases and subscription sign-ups can show customer loyalty.

By regularly analysing these measures, the business can make informed decisions and adjust its strategy if needed. This ensures continuous improvement and long-term success.

Conclusion:

In conclusion, Green Haven Florists is facing significant challenges due to declining in-store sales, increased competition, and changing customer behaviour. While the business has strong foundations, including quality products and a sustainable approach, it must adapt to survive in the modern retail environment.

This report identified improving the digital presence as the most effective solution. By developing a user-friendly website and using social media marketing, the business can reach more customers and increase sales. Although there are some risks involved, they can be managed through careful planning and investment.

The implementation plan provides clear steps to follow, and the suggested performance measures will help track progress and success. Overall, embracing digital transformation will allow Green Haven Florists to remain competitive, grow its customer base, and secure its future in a rapidly changing market.

Key Findings

Green Haven Florists is experiencing a **significant decline in in-store sales (30%)**, mainly due to changing customer behaviour, with more people preferring online shopping over visiting physical stores. This shift has reduced foot traffic, especially as the shop's location has also become less busy due to nearby business closures.

Another key finding is the **increase in competition**. Large online retailers offer lower prices, fast delivery, and discounts, while new local competitors are attracting customers through strong social media presence and competitive pricing. This makes it harder for Green Haven to maintain its market position.

The business also faces **internal weaknesses**, particularly its outdated website and limited use of digital marketing. This reduces its ability to compete in the growing online market.

Additionally, **rising operational costs**, including flower prices and sustainable materials, are putting pressure on profitability.

Overall, the main issue is that the business has not adapted quickly enough to digital trends, which is directly affecting both sales and competitiveness.

KPI	What it measures	Target	How to Measure	Why it Matters
Online Sales Revenue	Growth in online income	+20% in 6 months	Monthly sales reports	Shows if digital strategy is increasing revenue

Smart Objective	Specific	Measurable	Achievable	Relevant	Time-bound
Improve Customer Satisfaction	Enhance delivery and service quality	Achieve 90% positive feedback	Yes, through better service	Maintains reputation	Within 3-6 months
Boost In-store visits	Promote store through online channels	Increase foot traffic by 10%	Yes, through promotions and events	Supports physical store	Within 6 months
Increase Customer Retention	Introduce subscription service	Gain 50+ subscribers	Yes, with attractive offers	Builds long-term revenue	Within 6 months
Grow Social Media Presence	Post regularly and engage customers on Instagram	Increase engagement by 50% and gain 1,000 followers	Yes, with consistent content	Attracts new customers	Within 4 months
Improve Website Performance	Launch a new user-friendly website	Reduce bounce rate to below 40% and increase traffic by 30%	Yes, using web developers and tools	Supports digital growth	Within 3 months

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