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## **Introduction**

This report is about the problems face by Green Haven Florists a small flower shop in Norwich. The aim of this report is to understand why the Business is losing customers and sales. As well as Green Haven Florists is known for eco-friendly flowers and superb customer service, but recently it has started to struggle. This is because of increased competition, higher costs, and changes in customer shopping habits. Many customers now prefer to shop online instead of visiting the store. This report will explain the main issues and highlights ways the Business can improve and become successful again.

## **Brief Explanation of the Specific Business Problem**

Green Haven Florists has faced serious declines in-store sales, which have decreased by 30% in the last year. Although online orders have increased slightly, they aren't enough to replace the loss of customers visiting the shop. One main because of this, problem is the change in customers behavior, as many individuals now prefer the convenience and affordable prices of online flower delivery services. These competitors also offer fast delivery and regular discounts, making them more attractive.

Another issue is the shop's location, which has become less busy due to nearby Business closures. This has decreased foot traffic and fewer people are passing by the store. In addition, rising costs, such as higher prices for imported flowers and eco-friendly packaging, have made it harder for the Business to maintain profit.

Customer feedback also shows that the website is outdated and arduous to navigate.

## **Suggested Two Alternative Solutions**

### **Solution A**

One solution is for Green Haven Florists to improve its digital marketing. This means navigating social media platforms like Instagram and Facebook to promote products, share photos of flower arrangements, and attract more customers. The Business can also navigate online advertising and post regularly to stay active.

### **PMI Analysis:**

| <b>Plus</b>                       | <b>Minus</b>                        | <b>Interesting</b>                       |
|-----------------------------------|-------------------------------------|------------------------------------------|
| <b>Increases brand awareness</b>  | <b>Requires time and effort</b>     | <b>Influence partnerships could help</b> |
| <b>Attracts new customers</b>     | <b>Needs digital skills</b>         | <b>Seasonal campaigns boost sales</b>    |
| <b>Low-cost method</b>            | <b>It takes time to see results</b> | <b>Can target specific audiences</b>     |
| <b>Improves online visibility</b> | <b>Risk of negative feedback</b>    | <b>Build customer relationships</b>      |

The PMI analysis shows that this solution has some advantages. It can increase brand awareness, attract new customers, and help the Business compete with online florists. It is also a low-cost method and improves online visibility. However, there are also some disadvantages. It requires time, effort, and some digital skills to manage social media properly. It may take time to see results and there is a risk of negative feedback from customers.

Overall, this solution can help the business grow by reaching more people online and improving customer engagement.

### Solution B

Another solution is to improve the company's Website and Online Services. The current website is outdated and challenging to navigate, so it should be well-designed again to be simple, modern, and mobile friendly. The Business can also add features like straightforward ordering, delivery options, and subscription services.

#### **PMI Analysis:**

| <b>Plus</b>                                | <b>Minus</b>                              | <b>Interesting</b>                            |
|--------------------------------------------|-------------------------------------------|-----------------------------------------------|
| <b>Improves customer experience</b>        | <b>High cost to design and maintain</b>   | <b>Can offer subscription services</b>        |
| <b>Make ordering faster and easier</b>     | <b>Requires to technical support</b>      | <b>Enables 24/7 ordering</b>                  |
| <b>Increased online sales</b>              | <b>Risk of website errors or downtime</b> | <b>Can collect customer data for insights</b> |
| <b>Build a professional business image</b> | <b>Takes time to develop and test</b>     | <b>Supports long-term business growth</b>     |

The PMI analysis shows that this solution has some superb points and some issues. It can improve customer experience and assist in increasing online sales. Customers can order at any time, which is very helpful. However, the website may cost a lot of money and needs technical support. There is also a risk of errors or problems. Overall, the advantages are stronger than the disadvantages, so this solution can assist the Business improve and grow.

### **Justification for Selected Solution**

The most appropriate solution is to improve the Website and Online Services. This is because customers have already announced that the website is arduous to navigate, so fixing it will directly solve this problem. A better website will make it effortless for customers to place orders, which can increase sales. Therefore, this is the best solution for the Business. The website solution has a higher impact because it improves customer experience and supports long-term growth. Therefore, more weight is given to customer convenience and sales improvement, making this the best solution for the Business.

### **Risk Analysis of the Selected Solution**

The selected solution for improving the website may face several risks. One risk is the cost of redesigning and maintaining the website, which could be expensive for a small business. Another risk is technical issues, such as website errors, or slow performance, which may affect customer experience. There is also a risk that staff may lack the digital skills needed to manage the website effectively. The selected solution for improving the website may face several risks. These risks can be reduced by setting a clear budget, hiring a professional web-developer, and providing staff training to ensure the website runs smoothly and successfully.

### **Plan to Implement the Selected Solution**

To implement the improved website solution, the Business should follow a clear path with set stages. First, Liam and Priya should research and plan the new website features, such as easy navigation, mobile-friendly design, online ordering, and delivery options. This stage is important to understand customer needs and set a clear goal.

Next, they should hire a professional web developer or use a website builder. This step should take around 4-6 weeks. During this time, the owners should also prepare product photos, descriptions, and pricing to upload onto the website.

After the website is created, testing should be carried out to check for errors, speed, and usability. This ensures the website works smoothly before launch. Staff training should also be provided so employees can manage orders and update the website.

Once ready, the website can be launched and promoted through social media and marketing to attract customers. Responsibilities should be shared, with Liam managing operations and Priya focusing on online updates and customer service.

This order is significant because planning deducts mistakes, development ensures quality, and testing avoid issues. Overall, this structured plan will assist the Business successfully improve its website and increase sales.

### **Means of Measuring Effectiveness of Implementation of Selected Solution**

To measure the success of the improved website, several key performance indicators (KPIs) will be used. One significant KPI is the increase in online sales, as this suggests if plenty of customers are navigating the website. Another KPI is website traffic, which

shows how many people visit the site. A higher number of visitors suggests that the website is attracting more attention. Customer satisfaction is also significant and can be measured through feedback or reviews.

SMART objectives will also be used to ensure the solution is effective. For example, the Business aims to increase online sales by 20% within 3 months. This is specific, measurable, achievable, relevant, and time bound. Another objective is to deduct website loading time to under 3 seconds within 1 month, improving user experience.

These KPIs and SMART objectives are crucial because they provide clear targets and allow the Business to track progress. If the targets are met, it highlights the solution is successful. If not, improvements can be made.

## **Conclusion:**

This report has analysed the main issues affecting Green Haven Florists and suggested suitable solutions. One key finding is that the Business has experienced a significant decline in in-store sales due to shifts in customer behaviour, with more people choosing to shop online. Another important finding is that strong competition from online flower companies offering lower prices and fast delivery has deducted the company's customer base.

In addition, rising costs, including flowers and eco-friendly materials, have made it harder for the Business to maintain profit. Customer feedback as well as showed that

the website is outdated and arduous to navigate, limited digital marketing has deducted the company's visibility.

The report found that improving the website is the most effective solution, as it directly improves customer experience and increases online sales. Overall, Green Haven Florists must adapt to digital trends to remain competitive and achieve long-term success.

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**The Key Performance Indicator is:**

| Specific                                                                                                                  | Measurable                                                                                                           | Attainable                                                                                                                      | Relevant                                                                                                                                                   | Time-Bound                                                                       |
|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| Questionnaire, website data, and customer reviews will be used.<br><br>To measure customer satisfaction and online sales. | 10-15 questions will be asked.<br><br>Data will be collected over 4 weeks.<br><br>Online sales will increase by 20%. | The owners (Liam and Priya) will collect and analyse the data.<br><br>This is achievable as it does not require many resources. | The data will show customer satisfaction, website performance, and sales improvement.<br><br>Helping the business understand if the website is successful. | The data will be collected and reviewed within 1 month after the website launch. |