

Module Title: Problem Solving and Decision Making

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Assessment: Component 2 Report

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Task 1: Overview of Case-study

Green Haven Florist has several problems, which made profits drop in the last twelve months. The shop is not active online and does not use social media. Moreover, the business faces strong competition. As a business consultant, I found that the main problem is that the shop is not very attractive online. The company does not offer online orders or home delivery, which is very important today with the internet and changing lifestyles. Customers expect convenience and fast shopping, which the business cannot currently provide. As a result, sales are decreasing, the shop is losing customers, and it is struggling to attract new ones.

Task 2: Two Proposed Solutions

Solution A: Online Ordering and Home Delivery

Creating a website or an app will allow customers to order flowers easily and quickly. This will also include home delivery, making the service more convenient, so customers can receive their orders without leaving home.

Justification:

Staff and owners also need to be trained, so the ordering system works smoothly and effectively. Training will help staff manage online orders and communicate with customers. This solution solves the problem of the lack of online presence, which is important because many people prefer online shopping. The website will also show flower arrangements, prices, and promotions, making it easier for customers to choose. As a result, the business can reach more customers, attract new ones, and increase sales and profit.

Solution B: Social Media Marketing

Creating profiles on social media, such as Facebook and Instagram, posting regularly, sharing promotions, and short videos to promote the brand. These actions will also attract more customers, keep existing ones, increase sales, and make Green Haven Florist more visible compared to competitors.

Justification:

Social media is very popular, so the business can reach many people at a low cost. Regular posts with photos of flower arrangements and promotions can attract new customers and remind existing customers about the business. Social media also allows easy communication with customers through comments and messages. In addition, customers can share posts with others, which helps promote the business and increase its visibility.

Task 3b) Evaluation Results and Justifications

Based on my PMI calculations, Solution A is the best choice for Green Haven Florist. It solves the main problem of no online orders and no home delivery. This solution can attract more customers, increase orders, and raise profits. It also makes customer service faster and easier. I used criteria like number of orders, number of customers, costs, risks, and extra benefits. Orders and customers were most important, costs and risks can be controlled, and extra benefits like seasonal orders and partnerships help the business grow. Solution A is practical, effective, and makes Green Haven better than others.

Task 4b) Risk Analysis Results and Justifications

The main risks for Solution A are customer data being stolen, damage during delivery, and higher delivery costs. I used criteria like impact and likelihood to score each risk. For example, data theft has a high impact but low likelihood. Delivery damage has medium impact and medium likelihood. Delivery costs have medium impact but higher likelihood. The weightings show which risks are most important to manage. These risks can be controlled by using secure payment systems, training staff, working with reliable delivery partners, proper packaging, negotiating delivery rates, and optimizing delivery routes. This makes Solution A a solution that works well for Green Haven Florist.

Task 5b) Justifications for the Implementation Plan

The tasks are planned in a clear and logical order. First, the website and online ordering system are made, so customers can start ordering. Next, products are added and the system is tested to make sure it works. Then, staff are trained to use the system and manage orders. After that, the delivery service is organised. Finally,

the website is promoted to get customers. Each task has the right person in charge, like managers, IT staff, or other employees. This order ensures the plan runs smoothly and works well for the business.

Task 6b) Justifications for the KPI and SMART Objectives

The main KPI is the number of online orders. We count orders from the website to see if the online system attracts customers. The goal is 50 orders per week by the end of 3 months. This is realistic and shows if the system is working. It is specific, measurable, attainable, relevant, and time bound. Tracking this KPI helps Green Haven Florist check how well online ordering is performing and make improvements if needed. This KPI supports Solution A by showing if online ordering increases customers and sales.

Task 7) Key Findings

- Solution A (Online Ordering and Home Delivery) works best because it makes it easy for customers to order and get flowers at home.
- Staff need training, delivery partners must be reliable, and online systems should be secure to avoid problems.
- PMI shows Solution A has more benefits than drawbacks, while Solution B has a small negative score, so social media alone isn't as strong.
- Counting online orders as a KPI helps the shop see if the system is working and make it better.
- Solution A helps Green Haven Florist compete better, keep customers happy, and grow in the long run.

Reference List

- Kotler, P. and Armstrong, G. (2020) *Principles of Marketing*. Harlow: Pearson Education.
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- Food Standards Agency (2023) *The risk analysis process*. Available at: <https://www.food.gov.uk/our-work/the-risk-analysis-process> (Accessed: 17 March 2026).
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- Dynam (2025) *Setting Marketing KPIs and SMART Objectives for Your Business*. Available at: <https://dynam.co.uk/blog/marketing-kpis-and-smart-objectives-for-your-business> (Accessed: 17 March 2026).

Appendices

Appendix 1 – Task 3a

PMI Analysis Table:

<u>Solution A: Online Ordering and Home Delivery</u>		
Plus	Minus	Interesting
Seasonal increase in online orders +3	Ongoing website maintenance and update costs -4	Partnership with delivery companies +3
More customers +4	Need to hire more staff -3	Staff training requirements +4
More orders – higher sales +5	Higher delivery costs -4	Risk of damage during transport -3
Easier and faster service +4	Possible delivery delays -2	Risk of customers' data being stolen -5
TOTAL: +16	TOTAL: -13	TOTAL: -1

Therefore: Overall Total for Solution A = (16-13)-1=2

The final score is **2**, which shows that the benefits of Solution A are slightly higher than the drawbacks. This means online ordering and home delivery is a good solution for Green Haven Florist.

According to Kotler and Amstrong (2020), a company's website is more than just a digital brochure; it must be designed as a powerful marketing tool that engages customers and drives sales.

PMI Analysis Table:

<u>Solution B: Social Media Marketing</u>		
Plus	Minus	Interesting
Attracts more customers +4	Need to post regularly -2	Time needed to manage social media accounts -3
Promotes the brand +3	Negative customer reviews -3	Seasonal promotions +2
Easier communication with customers +3	Staff training for social media -4	Customer feedback +3
Lower advertising costs +3	High competition online -3	Negative brand perception -4
TOTAL: +13	TOTAL: -12	TOTAL: -2

Therefore: Overall Total for Solution B = (13-12)-2=-1

The final score is -1, which shows that the drawbacks are a bit higher than the benefits. This means social media marketing has some good points, but it may not work as well as Solution A for Green Haven Florist.

According to Mind Tools (2022), the PMI technique is useful because it helps people look at a situation from different sides, including ideas that might be missed when only thinking about pros and cons.

Appendix 2 – Task 4a

Risk Analysis Table- Solution A: Online Ordering and Home Delivery

	What could cause a risk?	What is the likelihood of the risk occurring? (1 – 5)	What is the impact of this risk? (1 – 5)	Risk Factor = Likelihood X Impact	What can you do to reduce this risk from happening?	If it happens – what can you do to minimise the impact?
1	Risk of customers data being stolen	3	5	15	Use secure payment and website systems	staff training
2	Risk of damage during transport	5	3	15	Use reliable delivery partners	proper packaging
3	Higher delivery costs	4	4	16	Negotiate delivery rates	optimize routes

According to the Food Standards Agency (2023), risk analysis is a structured method used to identify and manage potential hazards.

Appendix 3 – Task 5a

Implementation Plan

Name the problem you are solving: Lack of online orders and no home delivery for Green Haven Florist.

Name the solution you are implementing: Online Ordering and Home Delivery system.

	Task	WHAT	WHEN	WHO	Done
1	Create website	Build website for online flowers orders and home delivery	About 1 months (starting from April 2026)	Web developer	Website link
2	Staff training	Train staff to use online order system	2 weeks (starting from May 2026)	Manager	Employee training plan
3	Delivery system	Organise home delivery service	About 1 months (starting from April 2026)	Manager	Agreement with delivery company
4	Promote the website online	Advertise the new online ordering service to attract customers	3 weeks (starting from May 2026)	Marketing staff / Manager	Social media posts

According to Malsam (2024), an implementation plan is a document that describes the steps needed to complete a project and reach its goals.

The Key Performance Indicator is: Number of online orders.

Specific	Measurable	Attainable	Relevant	Time-Bound
Increase online orders	Count orders from the website	50 orders per week	Shows if online system attracts customers	By the end of August (3 month's time)

According to Dynam (2025), SMART goals guide businesses by providing specific targets and timelines, making it easier to measure achievements, such as increasing online orders or website traffic.