

Module Title: Problem Solving and Decision Making

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Assessment: Assignment 2 Report

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Introduction

Green Haven Florist is a small independent flower shop owned by Liam & Priya Patel, founded in 2016, located in Norwich, UK. They sell flowers and bespoke floral arrangements for different occasions such as weddings, birthdays and special events. They became well known for their unique floral arrangements, strong community ties and using eco-friendly packaging. However, over the past year, the shop has experienced a significant drop in sales and customer foot traffic. Factors such as increased competition from online sellers, rising costs of local and imported flowers, new competitors in the local market and changes in customers' shopping behavior have affected the business performance.

Brief Explanation of the Specific Business Problem

The shop is currently facing business challenges that are affecting its business operations. Over the past year, the shop has experienced a noticeable decline in sales and customer foot-traffic that caused them 30% decrease in sales, which is a significant loss for a small independent shop. One of the main reasons is the increase in online competition that offers convenient online ordering, fast delivery and competitive prices that attract customers and prefer to shop online.

Another issue is that the Green Haven Florist website is outdated and not that easy to navigate, which puts the customers off. The harder they find what they are looking for and place the order, the faster they lose the potential sales. As customers prefer more delivery options, they would love to see more promotional and subscription services.

Additionally, rising costs may have made it harder for them to keep the business profitable. The costs of fresh flowers and especially the imported varieties have increased due to inflation as well as supply and demand. As well as the eco-friendly packaging that they insist on using, this also adds to operating costs.

Solution A

IMPROVING THE WEBSITE AND ONLINE ORDERING

Since the Green Haven Florist case study mentions that their website is outdated and difficult to use, which may stop customers from placing an order, one of the possible solutions is to improve their website and make online ordering easier for their customers. They could change the design and layout of the website so it looks more updated and easier to navigate. For instance, the website should have clear pictures and categories of the flowers and arrangements they offer with clear inclusions and prices. The website should allow customers to choose delivery options and a secure online payment option when checking out.

This might help them solve the business problem because many people are choosing to shop online nowadays instead of going to physical stores and wasting the time they don't have. With a better website, Green Haven Florist could attract more online customers and make it easier for people to purchase their products.

PLUS (+)	MINUS (-)	INTERESTING (?)
Helps current and future customers find the shop and what they offer easily Makes it user-friendly and does not complicate things when people are trying to purchase an item Can compete with other and new online flower retailers	New website design costs May need a certain person to keep an eye on the website	May attract new customers outside the local area New subscriptions, services and options

PMI analysis for Solution A

Solution B

DIGITAL OR SOCIAL MEDIA MARKETING

Social media also makes it easier to communicate with customers. They ask questions, send messages, and leave reviews about the products they purchase, which allows the shop to understand what the customers like and how to improve its service.

Digital or Social media marketing can help solve business problems, as social media is no longer optional for businesses. It is an important way to reach customers, learn what they want, and help the brand grow. Instead of relying on old-fashioned word-of-mouth, the shop can use platforms like Facebook or Instagram, which people use and visit daily, and they can use them to post pictures of flower arrangements, bouquets and whatever the shop offers. It is the easiest way to help people discover the business, and also less expensive than the traditional advertising methods, such as print ads and newspapers.

PLUS (+)	MINUS (-)	INTERESTING (?)
Low cost compared to other methods Easier to communicate with potential customers Straight forward Direct customer feedback Better than relying on word of mouth Increase brand visibility	May need marketing training And knowledge Require more time and effort Negative comments or bad reviews	Can post different kinds of flower arrangements that the shop offers New platform features (AI tools) Long-term reputational effects

PMI analysis for solution B

Justification for Selected Solution

Why solution B is a good choice (Digital or Social media Marketing)

Because social media reaches more people quickly, as they are always on it and updated. They can use the page to post their products, especially flowers are visually attractive, and they can post videos and pictures of the flower arrangements they make to get the potential customers' attention. Using these kinds of platforms is low-cost marketing because posting is free.

Improving the website is still useful, but it is more effective as a supporting solution when social media attracts and get the customers first, they can use the website as a tool to purchase orders.

Risk Analysis of the Selected Solution

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?
Negative comments or bad reviews on social media	3	4	12	Provide a good service, always be polite to customers and monitor comments and reviews regularly	Apologise politely like a professional and offer a solution

The Main risk identified for the chosen solution is the potential for negative social media comments or feedback, with a significant risk factor of 12. Poor reviews could make a huge negative impact on the brand's reputation and discourage new customers.

To prevent this, the plan is to practice proactive service and regularly monitor to prevent the issue from escalating. If the negative event occurs, the plan is to take accountability and offer the customer a solution even before they ask. While risks are acknowledged, the protocols are clear and can maintain service integrity, improve customer relationships, and prevent damage to protect the brand's reputation.

Plan to Implement the Selected Solution

The Goal: To increase sales by 3 months

ACTIONS	DESCRIPTION	TIME FRAME	STAFF RESPONSIBILITY
Rebrand social media to attract the right customers	Changing the style of the page makes the regular customers check the shop out and may attract new ones	1 week	Priya and Liam
Upload new Photos and Videos	Uploading new Flower Arrangements and Videos of the products every day might get more attention because the people who follow, subscribe and liked any of your post before will get automatic notifications	3 Months	Priya and Liam
Promo code/Discounts	People love to shop more when they get discounts	3 Months	Priya and Liam
Put the shops Website Link	Make people life easier when after seeing the shops products, they can go easily purchase by clicking straight to the website to check out	3 Months	Priya and Liam
Monitor	Make sure someone is monitoring the social media page so people know you are engaging, keep an eye on the reviews and comments, updates and build a stronger community	3 Months	Priya and Liam

Conclusion:

Based on the analysis, Green Haven Florists has faced a significant decrease in sales due to several factors, including an increase in stronger online competition and new shops around the area, an outdated website and a change in customer behaviour. In this report, two workable solutions were discussed, including improving the website and implementing strong digital marketing. While both solutions could help solve the business problems, improving digital marketing is a more suitable option because, as a small independent shop, we are also thinking about the shop's funding, and this is a low-cost solution and can help the business reach a wider audience through social media. Not only a budget-friendly way, but it has a lot of free features to use for promotions and can be monitored easily without spending time and money. Overall, this would help the business stay competitive in the current market, improve sales and improve its overall performance.

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