



MODULE NAME: Problem Solving and Decision
Making

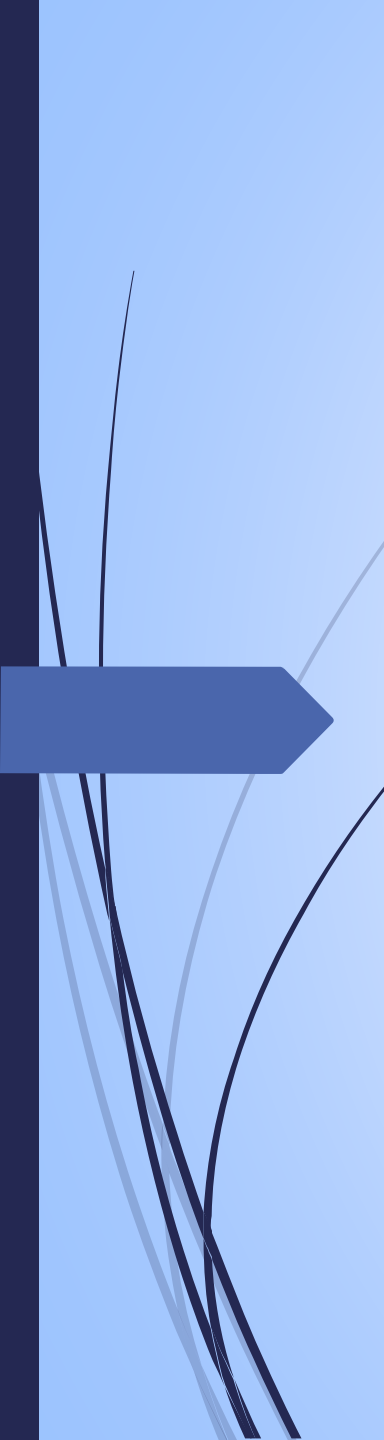
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Assignment 1: Presentation



OVERVIEW

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Introduction

DROP IN SALES- "decrease in the amount sold or revenue generated between two periods" (Calculator Ultra, 2025)

A drop in sales refers to a decrease in the number of products sold or the revenue generated by a business over a period of time. Recently, Green Haven Florists has experienced a decline in sales, which has become a significant concern for the owners.

This presentation will analyse the possible reasons for the decline in sales and evaluate the external and internal factors affecting the business. Tools such as PESTLE analysis and a cause-and-effect (fishbone) diagram will be used to understand the problem and support decision-making.



Company background

- **Green Haven Florists**
- **Founded in 2016**
- **Owners: Liam and Priya Patel**
- **Sells: fresh flower, bouquets, plants and floral arrangements**
- **Products for events such as weddings, birthdays and funerals**
- **Known for good customer service and community relationships**

Problem: nature and scope

5W2H

Who: Liam and Priya Patel

What: The business is experiencing a 30% drop in in-store sales and a reduction in revenue.

Where: The issue occurs at Green Haven Florists in their local shop and possibly in their online sales.

When: The decline has been noticed recently compared to previous periods.

Why: Possible reasons may include increased competition, changes in customer preferences, economic conditions, or lack of marketing.

How: The drop in sales impacts business profitability, growth, and long-term sustainability.

How much: The decrease in sales affects the overall financial performance of the company.

PESTLE ANALYSIS: Green Haven Florists

POLITICAL

- Government policies affecting small businesses
- Changes in taxation or business regulations
- Brexit and import regulations – increased customs checks and trade barriers have raised cost and caused delays for imported flowers.

ECONOMIC

- Rising costs of flowers, supplies, and transportation
- Customers spending less due to inflation or economic uncertainty

SOCIAL

- Changing customer preferences (people buying flowers less often)
- Increase in online shopping and convenience-based purchasing

PESTLE ANALYSIS: Green Haven Florists

TECHNOLOGICAL

- Competitors using online stores and delivery apps
- Lack of strong digital marketing or social media presence

LEGAL

- Business regulations related to employment and trading
- Consumer protection and product quality standards

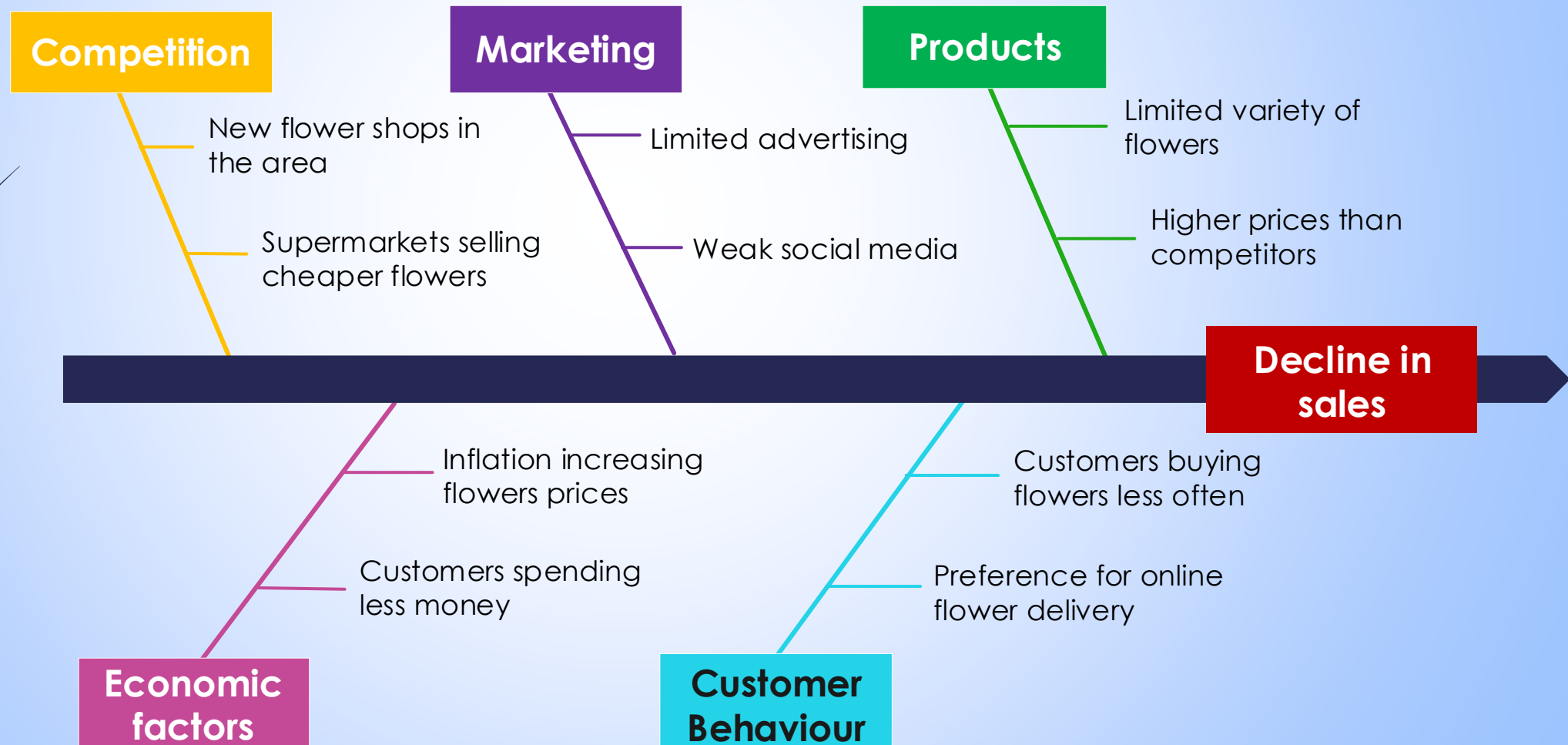
ENVIRONMENTAL

- Seasonal availability of flowers
- Environmental concerns, climate changes affecting flower production and supply chains



Cause and effect analysis: Fishbone diagram

The Fishbone (Ishikawa) diagram organises the root causes of a problem into categories. It visually shows how multiple factors lead to the effect (Decline in sales).



Key Findings

- Green Haven Florists has suffered a 30% drop in in-store sales over the last 12 months (case study context).
- External factors (PESTLE): Brexit import costs and regulations (Political), inflation and rising flower prices (Economic), shift to online convenience (Social/Technological).
- Internal factors (Fishbone): Weak digital marketing and social media, limited product variety, higher prices than competitors.
- Customer behaviour has changed toward cheaper online/discount options and sustainable materials have increased costs.
- Overall impact: reduced profitability and long-term sustainability unless addressed.



Conclusion

Green Haven Florists is currently facing a drop in sales which could threaten the future of the business if not addressed. By analysing the situation using tools such as the PESTLE analysis and the fishbone diagram, several possible causes were identified including economic pressures, increased competition, and limited use of technology.

Understanding these factors can help the owners make better decisions and implement strategies such as improving marketing, expanding online sales, and adapting to customer needs.

References

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Thank You



Questions