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Presentation

Program of study: certificate of Higher Education in Business Skills for the Workplace.

Code: LCLM4004

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Assessment Title: Problem solving and Decision making

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Green Haven Florists

Tabel of content

-Business structure

- Identify and explain the nature of problem using 5W2H method
- PESTEL analysis
- References



About the business

Green Haven Florist is a small independent flower shop in Norwich.

The problem is In the last 12 months, Green Haven Florists has seen a 30% decline in in-store sales. While online orders have increased slightly, they have not compensated for the loss of foot traffic.

- Rising costs have further strained the business.
- Customer feedback has revealed mixed sentiments.
- the shop's website is outdated and difficult to navigate.
- two new competitors have entered the local market
- have also struggled to keep up with digital marketing trends

5W2H method

What?	Where?	When?	Who?	Why?	How?	How Much?
30%decline	<i>Selling</i>					
Inflation of the prices of the fresh flower		In the 12 mohnt			Making a strong webbsite and creating a lot of marketing post , giving a good discount ,home delivery availability.	Findig and researching the good and chip export.
<i>Negative customer feedback</i>			<i>Owner ,staffs</i>			
Two new competitors Marketing				Lake of service ,low digital skills and marketing.	Green economy reuse Seasonal flower use making a plant garden	

Reference

-Ohno, T. (1988) *Toyota Production System: Beyond Large-Scale Production*. Portland, Oregon: Productivity Press.(5W2H)

-Goetsch, D. L. and Davis, S. (2014) *Quality Management for Organizational Excellence*

PESTEL analysis

- Political**:government policies,law,political stability etc.
- Economic**:inflation,rising cost
- Social**:lifestyle changes
- Technological**:digital technologie
- Environmental**:eco friendly practices to compile green regulation
- Legal**: employment law,health and safety,

Reference:-Johnson, G., Scholes, K. and Whittington, R. (2020) *Exploring C*
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-Dennis, W. J. Jr. (2011) 'Entrepreneurship, Small Business and Public Policy Levers', *Journal of Small Business Management*, 49(1), pp. 92–106

-Bazan-Bulanda, A. (2019) 'Impact of Occupational Health and Safety Regulations on the Employee's.

